APRIL 9, 1951

BROADCASTING TELECASTING

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20TH year

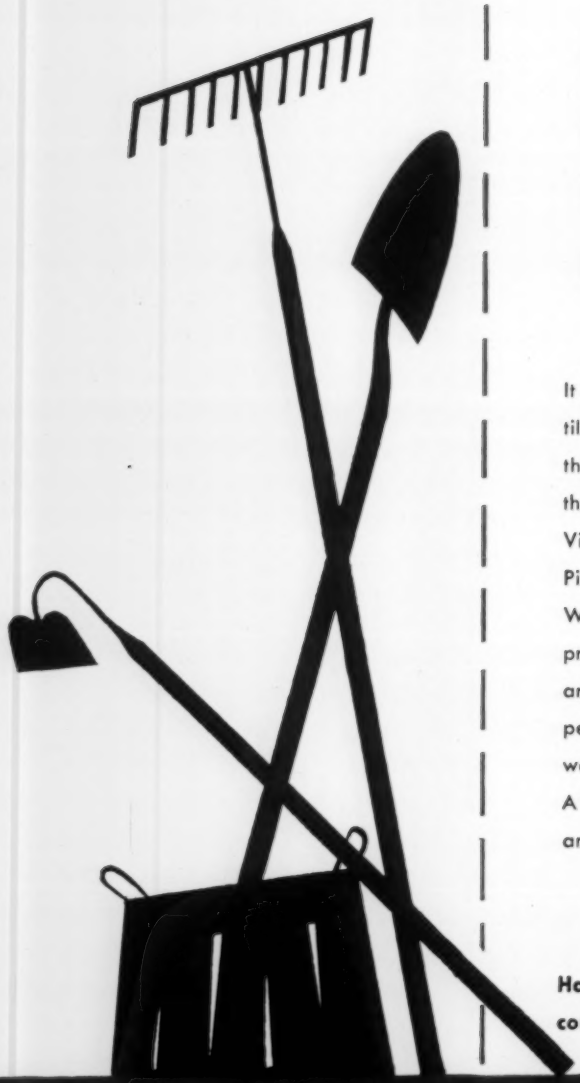
...l Newsweekly ... Radio and ...elevision.

...00 Annually ... cents weekly

Famous Phil's taking Baltimore by storm! He's on W-I-T-H now for two full hours (2 to 4 P.M.) Monday through Saturday. He does the whole show himself. And what a salesman he is! Phil is big time stuff for this great local show. For participations, ask your nearest Headley-Reed man.

TOM TINSLEY, President • *Represented by HEADLEY-REED*

XUM



HOW TO PLOW AND PLANT IN RICHMOND

It took a lot of plowing and planting,
tilling and toiling to harvest
the bumper crop of listeners
the Havens & Martin stations deliver in
Virginia's first market.
Pioneers in radio and television both,
WMBG, WTVR and WCOD are as much a part of
prosperous Richmond as its traditions
and landmarks. They are as close to its
people, their likes and tastes, as you'd
want your national sales message to go.
A Blair representative will be glad to
amplify the facts.

Havens & Martin Stations are the *only*
complete broadcasting institutions in Richmond.

WMBG AM
WTVR TV FIRST STATIONS OF VIRGINIA
WCOD FM

Pioneer NBC outlets for Virginia's first market.
Represented nationally by
John Blair & Company.

KPRC

leads by 35%* over Houston's second station

FIRST in Mornings

FIRST in Afternoons

FIRST in Evenings

* In Total Rated Periods
Hooper Radio Index
January-February, 1951

KPRC
HOUSTON

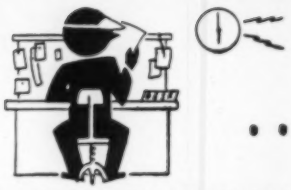
950 KILOCYCLES • 5000 WATTS
NBC and TQN on the Gulf Coast
JACK HARRIS, General Manager
Represented Nationally by
EDWARD PETRY & CO.

A-2-51

Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879

XUM

BROADCASTING TELECASTING ...at deadline



Closed Circuit

WASHINGTON radio-TV lawyers, through Practice & Procedure Committee of Federal Communications Bar Assn., will ask FCC for immediate oral argument on legality of procedure on TV allocations. Group will contend that FCC can lift freeze at once rather than hold new authorizations in abeyance until involved city-to-city hearings and other legalistic processes are completed — perhaps many months hence.

FURTHER DEVELOPMENTS in ABC, NBC and CBS suits to permanently enjoin FCC's 1949 give-away ban not expected until summer or early fall. Attorneys for both sides are trying to narrow issues.

STAFF REPORT recommendation now before FCC inveighs against Muzak-type services by FM stations, on ground that they are in derogation of Communications Act which requires sponsor identity. Beep services eliminate commercials. On other hand, Transit Radio type presumably would get blessing as in keeping with requirements of law on sponsor identification plus fact that service cannot be performed by wire lines.

HI-V (concentrated orange juice), New York, to launch extensive radio spot campaign throughout East and Midwest within next month, probably featuring voice of Arthur Godfrey (one of company's directors). Franklin Bruck Adv., New York, is agency.

FEELING GROWS on Capitol Hill that educators' lobbying for TV time and/or channels gaining momentum. Bill already introduced in House by Rep. Emanuel Celler (D-N.Y.) to get 25% of TV commercial time (see story, page 57) may be followed by similar move in Senate.

THEATRE interests indicate no immediate counter-action on FCC's planned licensing policy to study alleged anti-trust and restraint of trade practices of movie applicants (earlier story, page 58). Rather they'll sit back and await Commission's next move as well as to see what comes out of upcoming rash of spring exhibitor and distributor conventions, where it's expected issue will get thorough discussion.

ALLIED States Assn. of Motion Picture Distributors, while suggesting FCC policy ideas on movie applicant licensing were "planted" with it, nevertheless refuses to specify or elaborate on point; merely suggests: "Let the shoe fit where it will."

JUDGING by advance signs some NARTB board members want to pass buck on proposal of test survey committee to clear up research confusion. Instead of adopting committee's proposal, backed by Assn. of National Advertisers, for NARTB to kick off project, some directors want to slip it to Broadcast Audience Measurement.

EYEBROWS SHOT up Friday as result of extracts of speech by Edgar Kobak, BAB board chairman, business consultant and station

(Continued on page 82)

Upcoming

April 15-19
NARTB 29th Annual Convention
Hotel Stevens
Chicago

* * *

April 16: Mobilization Conference, Eighth Street Theatre, Chicago.
April 16-18: Engineering Conference, Hotel Stevens, Chicago.
April 16-19: Management Conference, Hotel Stevens, Chicago.

* * *

(Complete list of Upcomings on page 79)

Bulletins

WAGE Syracuse, ABC affiilate with 5 kw on 620 kc, appoints O. L. Taylor Co., New York, as station representative, effective May 1. William T. Lane is general manager of station.

NEW approach to radio research, to be initiated by ABC in near future, will be disclosed Monday at news conference employing two-way closed-circuit link between ABC New York and Chicago offices, network announced Friday. ABC announcement promised to reveal "unprecedented step in the advertising media field."

SCHAEFFER BEER through BBDO, New York, preparing radio spot announcement campaign to start April 24 in 13 markets for 13 weeks.

UHF RECEPTION SOLVED BY CONVERTERS SAYS RCA

CONVERTERS will prove best means of enabling VHF sets to receive UHF telecasts, RCA said Friday. RCA will make simple, high-quality converters permitting quality comparable to VHF, it was added.

No receiver now made has provision to convert to UHF without additional cost for equipment and installation, normally including addition of special outdoor antenna, said W. A. Buck, vice president and general manager, in letter to distributors.

No large-scale UHF telecasting expected before late 1952 or early 1953, Mr. Buck said. Adequate supplies of converters will be made available by manufacturers, he added.

C. E. WILSON TO SPEAK

CHARLES E. WILSON, director, Office of Defense Mobilization, scheduled to address NARTB television meeting in Chicago Thursday at luncheon, via closed circuit TV. Arrangements completed Friday for DuMont TV Network to pick up Mr. Wilson in Washington studios. Extra-large screen DuMont receivers to be placed all around Stevens ballroom. His address is surprise attraction of all-day TV meeting (see early convention story, page 19. Plans for unusual feature coordinated by Charles A. Batson, head of NARTB's television unit.

Business Briefly

ZIFF-DAVIS TO GREY ● Ziff-Davis Publishing Co., to Grey Adv. Agency, New York for advertising, promotion and circulation of *Popular Photography, Radio & Television News*, comic group and fiction group.

AGENCY APPOINTED ● W. Lee Wilder producer-director of "Three Steps North," released through United Artists, names Buchanan & Co., New York, to handle advertising. Radio will be used.

VITAMIN SPORTS ● Rybutol B-Complex Gelucaps, Vitamin Corp. of America, Newark effective April 13 to sponsor Chicago Cubs games on WBKB (TV) Chicago and also sponsors last half of Wednesday and Sunday home games played by Hollywood Stars on KTTV(TV) Los Angeles (see early sports story, page 17). Agency, Harry B. Cohen New York.

INSURANCE PROSPECT ● Sun Life Insurance, Baltimore, considering spot radio campaign. No agency.

ROUX EXPANDS ● Roux Distributing Co. New York (color shampoo), increasing recently begun radio and TV spot campaign. Advertiser now using 12 radio, eight TV markets. Agency, Dundes & Frank, New York.

NEWS RENEWED ● Pure Oil Co. renews Mon.-Fri. news program with H. V. Kaltenborn and Richard Harkness on NBC 7-7:15 p.m. (EST) 52 weeks, effective April 20. Agency, Leo Burnett Co., Chicago.

TWO JOIN BAB PANEL

TWO leading advertiser-agency figures added to Broadcast Advertising Bureau program at NARTB (NAB) convention in Chicago (see story, page 19). Panel to be led by Edgar Kobak, BAB board chairman, also to include Robert M. Gray, manager of advertising and sales promotion, Esso Standard Oil Co., and J. S. Stolzoff, Foote, Cone & Belding, Chicago. A network representative also is to appear.

MacDONALD MAY MOVE

JOHN H. MacDONALD, NBC vice president and treasurer, understood to be considering several offers with likelihood he will make choice shortly. With network 16 years, he was one of original four administrative vice presidents. Duties he's been handling will be taken over by Joseph V. Heffernan, newly elected financial vice president (story page 20).

SIGMA DELTA CHI AWARDS

SIGMA DELTA CHI 1950 radio-TV awards, to be presented May 24 at Waldorf-Astoria, went to Leo O'Brien and Howard Maschmeier WPTR Albany, for radio newswriting; WAVZ New Haven, for public service in radio journalism; Jack E. Krueger, WTMJ-AM-FM-TV Milwaukee, for radio reporting. Special award in radio-TV reporting made to Leonard Bartholomew, WGN-TV Chicago.

Power
Programming
Performance

Greater Kansas City's ONLY

50,000

WATT STATION for Mid-America

KCMO *meets the Time-Buyer's requirements . . . with:*

POWER . . . with 50,000 Watts for daytime broadcasting.

PROGRAMMING . . . with diversified and specialized programs to appeal to Mid-America listeners.

PERFORMANCE . . . delivering results and coverage at a low, low cost per 1000.

For detailed information on rates and time, contact KCMO or our representative.

810 kc.

10,000 WATTS NIGHT

KCMO

National Representative

THE KATZ AGENCY

the *Long Island* story

WHLI IS FIRST!

LATEST SHARE OF AUDIENCE*

	Morning	Afternoon	Entire Survey
WHLI	**26.2**	**26.4**	**26.3**
"A" Network —50,000 Watts	23.8	24.7	24.3
"B" Independent —50,000 Watts	.9	1.1	1.0
"C" Network —50,000 Watts	11.4	6.7	8.8
"D" Independent —5,000 Watts	2.0	1.3	1.6
"E" Independent —50,000 Watts	1.7	2.2	1.9
"F" Network —50,000 Watts	14.6	18.5	16.8
"G" Independent —10,000 Watts	2.2	1.6	1.9
"H" Network —50,000 Watts	14.8	13.7	14.2
"I" Independent —10,000 Watts	.6	.3	.4
Others	1.8	3.5	2.8

**Survey Periods:*
Monday through Sunday 8 AM to 5:30 PM
February 1951—Hempstead, Long Island—
Conlan

"THE VOICE OF LONG ISLAND"

WHLI 1100 on your dial
WHLI-FM 98.3 MC
HEMPSTEAD, LONG ISLAND, N.Y.
ELIAS I. GODOFSKY, *President*

represented by RAMBEAU

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Weekly by Broadcasting Publications, Inc.
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Washington 4, D. C. Telephone ME 1022

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WASHINGTON HEADQUARTERS

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NEW YORK BUREAU 488 Madison Ave., Zone 22, *PLaza 5-8355;* EDITORIAL: Rufus Crater, *New York Editor;* Florence Small, *Agency Editor;* Pete Dickerson, *Assistant to New York Editor;* Gretchen Groff, Liz Thackston.

Bruce Robertson, *Senior Associate Editor.*

ADVERTISING: S. J. PAUL, *Advertising Director;* Eleanor R. Manning, *Assistant to Advertising Director;* Kenneth Cowan, *Advertising Representative.*

CHICAGO BUREAU 360 N. Michigan Ave., Zone 1, *CEntral 6-4115;* William H. Shaw, *Midwest Advertising Representative;* Jane Pinkerton, *News Editor.*

HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, *HEmpstead 8181;* David Glickman, *West Coast Manager;* Ann August.

TORONTO: 417 Harbour Commission, EMpire 4-0775; James Montagnes.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

* Reg. U. S. Patent Office

Copyright 1951 by Broadcasting Publications, Inc.

Subscription Price: $7.00 Per Year, 25c Per Copy

new business

Network . . .

FIRESTONE TIRE & RUBBER Co. has signed 52-week contract for continuation of NBC-AM-TV simulcast of *The Voice of Firestone*.

PURE OIL Co., Chicago, renews its quarter-hour five-a-week news show for 52 weeks from April 30 on 34 NBC stations through Leo Burnett Agency, same city. Program, aired Mon. through Fri. from 6 to 6:15 p.m. CT, features **H. V. KALTENBORN** and **RICHARD HARKNESS**, network commentators.

Spot . . .

NALLEY'S, Tacoma (pickles and potato chips), sponsoring new song-and-chatter program, *Mooney and Mack* on KEX Portland, KOMO Seattle, KGA Spokane and KMO Tacoma. Program on 26-week basis to start. Show is transcribed by **John Keating Recording Studio**, Seattle. In addition, account is using same talent in transcribed spots aired on more than 20 stations in states of Washington, Oregon and Idaho. Agency: Condon Agency, Tacoma. **HOWARD SMITH** is account executive.

ACME BREWERIES, S. F. and L. A., through Foote, Cone & Belding, S. F., buys what is reported to be largest block purchase of spot time in Bay Area radio history. New jingle promoting Acme Gold Label Beer will be featured over five Bay Area and five Central Valley stations for four months, total of 10,000 spot announcements.

Agency Appointments . . .

SCHIAPARELLI of PARIS newest line of products for men including a pipeful of perfume (Eau de Cologne, shaving cream, after shave lotion, talc and soap), will be promoted through Robert Orr & Assoc., N. Y. Radio and TV may be used.

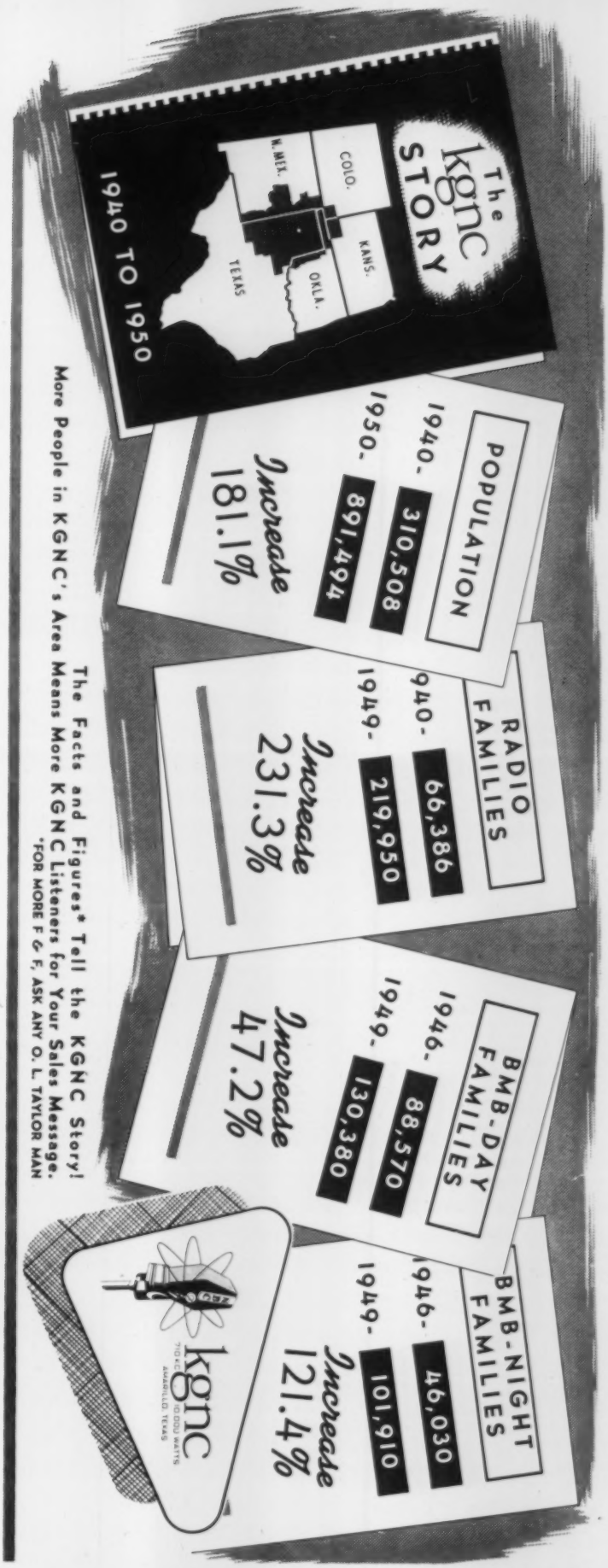
KELBERT WATCH Co., N. Y., appoints Publicidad Badillo Inc., San Juan, P. R., to handle advertising of watches in Puerto Rico and Virgin Islands.

FINNISH STATE RAILWAYS, FINNISH AIRLINES (AERO-OY) and ORGANIZING COMMITTEE at 15th Olympic Games at Helsinki in 1952, names Victor van der Linde Co., N. Y., to handle its advertising in this country. Radio and TV may be used for all three accounts.

Adpeople . . .

Major Gen. JOHN R. DEANE, president Italian Swiss Colony Wine Co., Asti and S. F., re-elected president of Wine Institute.

SMILES followed the premiere March 15 of the CBS *Philip Morris Playhouse*, new weekly radio drama with a $1 million annual budget. Charles Martin (second, l) producer, director and host on the program, receives congratulations from J. L. Van Volkenburg (r), vice president in charge of network sales, in the presence of Charles P. Tyler (l), vice president, Biow Co., agency, and Patrick H. Gorman, Philip Morris advertising manager.



KWFT
WICHITA FALLS, TEX.
620 KC
5,000 WATTS

KLYN
AMARILLO, TEX.
940 KC
1,000 WATTS

*TWO TOP
CBS STATIONS
TWO BIG
SOUTHWEST MARKETS
ONE LOW
COMBINATION RATE

You can't afford to overlook this sales-winning pair of CBS stations when you make out that schedule for the Great Southwest. For availabilities and rates, write, wire or phone our representatives.

National Representatives
JOHN BLAIR & CO.

agency

R. D. STEWART, vice president and account executive on Buick account Kudner Agency Inc., N. Y., since 1935, has resigned to devote his full time as dealer with Buick franchise in Arlington, Va. Mr. Stewart has been closely associated with General Motors for agency for past 16 years. There will be no changes within agency, according to JAMES H. S. ELLIS, president Kudner Agency. All General Motors accounts will continue to be handled with executives assigned to various divisional accounts reporting to president.

JEFF SELDON, copy chief Arnold Cohan Corp., N. Y., appointed director of radio and TV department.

WALTER H. SMITH named vice president in charge of marketing and research Kastor, Farrell, Chesley & Clifford, N. Y.

FRANK CHIPPERFIELD named director of media Hewitt, Ogilvy, Benson & Mather Inc., N. Y. He was with Roy S. Durstine Inc., N. Y.

F. M. SIMMONDS JR., founder and executive vice president Simmonds & Simmonds Inc., Chicago, resigns.

on all accounts

GARTH NOONAN MONTGOMERY, vice president in charge of radio and television, Kenyon & Eckhardt, New York, is the man, it can now be revealed, who took the banana out of the refrigerator and put it on the Hit Parade.

Mr. Montgomery is the author of the lyrics to "Chiquita Banana," a melodic confection which, if it offered no threat to the reputation of Oscar Hammerstein, did alter the face of the American ice-box, an accomplishment which Mr. Hammerstein has yet to emulate.

And though social historians may differ, that was really one of the less significant achievements of the man who has been in a major way connected with such accounts as United States Steel, duPont, Armstrong Cork, B. F. Goodrich, Continental Can, Schenley and a great many more, composing sheaves of telling commercials and jingles too humorous to mention.

Mr. MONTGOMERY

Mr. Montgomery, a native of Malone, N. Y., and a graduate of Columbia U., began his career in radio as a copy-writer for the Emil Mogul Agency in New York. He refuses to speculate as to how many men he has called to "Barney's," a local men's clothing account of the agency, except to observe that the total is more than you can reasonably shake a pipe rack at.

His record of success is a little clearer on his next job, with Sterling International. There his service was conspicuous enough to earn him, after a year, a post with one firm's South America offices, in Newark where ostensibly he absorbed that intimate knowledge of the banana that was later to make him its poet laureate.

When the impending war set up a wall on operations in South America Mr. Montgomery was already experienced enough to read the latin handwriting thereon and he moved quickly from Sterling to BBDO in New York.

There he served many of the accounts previously mentioned, as well as Servel, Schaefer Brewing, *Saturday Evening Post*, *Reader's Digest* and United Fruit, the latter firm underwriting Mr. Montgomery's lyrical tribute to the herbaceous queen of the tropic bush.

While at BBDO, Mr. Montgomery was selected as one of a team detailed to experiment for

(Continued on page 54)

beat

DR. E. LAWRENCE DECKINGER, research director Biow Co., and **WILSON J. MAIN,** research director Ruthrauff & Ryan, N. Y., elected president and secretary-treasurer, respectively, of Copy Research Council. Other members of the executive committee elected include **Dr. ALLEN B. SIKES,** retiring president and service manager of Bureau of Advertising, American Newspaper Publishers' Assn., and **EDWARD BATTEY,** research director Compton Adv., N. Y.

ROBERT BAILEY, manager of retail advertising Simmons Co., Chicago, to Christiansen Adv. Agency, Chicago, as account executive.

FRED OSTLER, LeVally Agency, Chicago, to copy department Needham, Louis & Brorby, same city.

W. STAUNTON MOYLAN, partner Lavenson Bureau of Adv., Phila., appointed director of commodity division, Office of Price Stabilization for Pennsylvania and Delaware.

KENNETH G. ANDERSON, manager Windsor office, Walsh Adv. Co., appointed executive vice president. **GEORGE E. CROSS,** manager Toronto office, appointed vice president; **HOWARD SHRIMPTON,** account executive Toronto office, named director of agency.

ROSALINE CHARLESTON, WPTZ (TV) Philadelphia, to Ward Wheelock Adv., same city, in production department.

BOYD INNES, Ruthrauff & Ryan, Chicago, to Emil Reinhardt Adv., Oakland, as account executive.

KENYON & ECKHARDT Ltd., Toronto, moved to 8th floor, Toronto Star Bldg., 80 King St.

ROBERT HALDEMAN, media department J. Walter Thompson Co., S. F., transfers to agency's Los Angeles office where he will work with accounts. **JACK HORAK,** research department, will succeed him in San Francisco.

R. E. JEFFERSON, account executive Stewart, Bowman & Macpherson, Winnipeg, to Vancouver office of agency.

JAMES J. McGUINN to Kenyon & Eckhardt, N. Y., in publicity department.

PRESCOTT T. LUSTIG, Lee Ringer Adv., L. A., to McCann-Erickson Inc., S. F., as account executive.

ADVERTISING contest judges who will select the top five from the more than 50 papers submitted by ad students at Ohio State U.—all members of the Cincinnati Advertisers Club—include, seated (l to r) Ted Brown, president, Perry-Brown Agency; Richard F. Peck, radio-TV division of Procter & Gamble Co.; A. A. Bissmeyer, director of sales and promotion, Albers Supermarkets Inc. and W. T. Kilduff, sales promotion manager, H. & S. Pogue Co., Cincinnati department store. Standing is Joel W. Stovall, sales manager, WKRC Cincinnati.

Renegade Cowpoke Rounds Up Sales in Buffalo

If you want to lasso a big listening . . . and buying . . . audience in Buffalo, New York, investigate the horn-rimmed varmint above. He's Johnny Eisenberger, known to Buffalo audiences as "Old Saddlebags". And he rides the range on WBEN five days a week at noon.

No doubt about it, the country is cowboy-conscious . . . only more so in Buffalo. "Old Saddlebags," a rip-snortin', rootin' tootin' disc jockey has built up a tremendous following in The Queen City.

This Singer-Actor with a network background spins popular Western tunes, gives out with chummy chatter, and corrals guest stars whenever they're in town. It's a combination that spells SELL for sponsors. So if you want to put the spurs to your product in the Buffalo market, check with Petry for details on this low-cost, highly popular show. Available two, three or five times weekly.

WBEN

NBC BASIC — BUFFALO

TIMEBUYERS:

You could write that line over a hundred times and it still wouldn't mean as much as the latest American Research Bureau Survey.

Yes, research proves again that WRC is your best buy, dollar for dollar, program for program and audience for audience.

Radio listening in Washington is up—way up! WRC's share of this greater audience is higher than ever.

. . . So, whether you are interested in batting averages, or home runs, look at the WRC record in ARB's current report. Your decision can only be WRC!

FIRST in WASHINGTON
WRC
NBC
5,000 Watts • 980 KC
Represented by NBC SPOT SALES

feature of the week

A SUGGESTION that Ralph Kiner should play first base for the Pittsburgh Pirates this year may be only one man's opinion —that of Bob Prince, celebrated sportscaster at WJAS Pittsburgh — but it starts a barrage of letters to the station, ballpark and Mr. Kiner himself that may last for weeks.

Mr. Berardino

This is just one of the many devices Mr. Prince uses to bait an enthusiastic audience to his nightly *Case of Sports* program. It also is proof positive to his sponsor, Fort Pitt Brewing Co., that radio advertising pays off in handsome dividends. Last February the program started its eighth year at WJAS.

But it was not always a "Case of Sports" for the brewing firm. Back in 1940 Mike Berardino of Fort Pitt contacted Faris Feland of BBDO and gave the go-ahead sign for radio advertising. A musical program was the first offering, producing favorable results. But Mr. Berardino wanted to concentrate on sports to sell his beer and ale, a decision he implemented within a few years.

He turned to Mr. Prince, a rapid-fire sportscaster who was rapidly gaining favor with the WJAS audience, who embarked on a sports show complete with interviews, guests, questions and answers and other material. Additionally, Fort Pitt added more sports to its broadcasting calendar. Mr. Prince had been handling a similar program for a department store, which had allowed the contract to expire.

12 Years of Radio

That radio advertising has played a prominent part in the growth of the company over a 12-year period is shown by the fact that today it is among the nation's largest brewers. And WJAS and BBDO have proven to their satisfaction that carefully written commercial copy, selected personalities and the most suitable time for a program (6-6:15 p.m.) are invaluable for attaining concrete results —upping the output of the sponsor's beer from some 84,000 to millions of barrels a year.

Mr. Prince got his start in sports as an assistant to the famous Rosy Rowswell on baseball play-by-play and has since expanded his talents to football, hockey, basketball, golf and boxing—and selling beer.

strictly business

Mr. WISE

HARRY HANNON WISE Jr. entered the radio field armed with the assurance from his prospective employer that hiring him would be complete waste of time—for at least two years anyway.

That was in 1945. Today the employer, George P. Hollingbery Co. (radio and TV representatives) gives every indication of being convinced that hiring that particular employe was not a waste of time but a sound move on their part. In any case the West Coast manager of the Hollingbery office is now Harry Hannon Wise Jr.

This entrance into the radio representative field was preceded by a decision to enter the radio advertising business via an advertising agency, and came about during the course of a Mexican honeymoon.

Backed up by radio advertising courses gathered during his three years at Northwestern U., and supplemented by actual experience in the advertising department of the *Chicago Tribune* during that time, Mr. Wise approached Ross Metzger, vice president in charge of Ruthrauff & Ryan's Chicago office, as to the opportunities available in the radio end of the agency business. Mr. Metzger told him that the best and most rapid way to learn about radio would be in the

(Continued on page 72)

we do the leg work . . .

. . . Knitting one-third of the nation's women's hosiery furnishes over 50,000 Carolina hosiery workers* and their families with a steady supply of money to buy the products you advertise. To do *your* leg work among 3,000,000 well-heeled Carolinians, draw on WBT, *the biggest single advertising medium in the two states.*

* in 368 mills producing 693,000,000 pairs of hose annually under such nationally known brand names as:

"ALBA"
"CAMEO"
"CANNON"
"FLATTERKNIT"
"HUDSON"
"LARKWOOD"
"MOJUD"
"NEBEL"
"TOWNWEAR"
"VISION"
"WISTERIA"

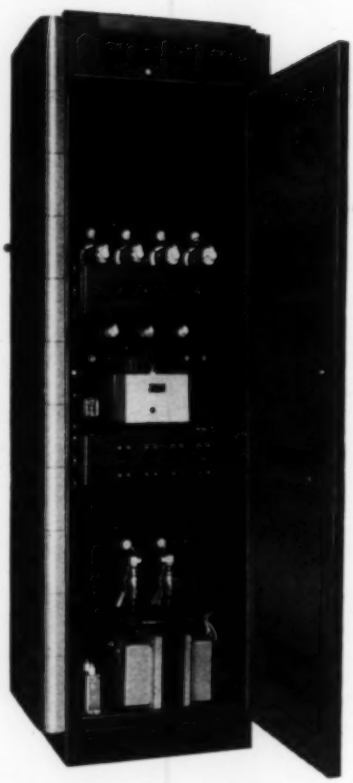
WBT CHARLOTTE

COLOSSUS OF THE CAROLINAS

JEFFERSON STANDARD BROADCASTING COMPANY
REPRESENTED NATIONALLY BY RADIO SALES

Styled to match your audio

Ideal for EMERGENCY



▲ **NEAT AND SIMPLE**—with everything up front in easy reach.

◀ **RCA TYPE BTA-250M.** Same size as an audio rack. See it at the N.A.B. Convention.

EMERGENCY! Type BTA-250M "on-air" from inside the control room. See how functional styling matches audio racks. Unit on left is the companion audio-and-monitoring unit.

RCA's All-New 250-watt AM Transmitter (Type BTA-250M)

NOW YOU CAN TAKE ADVANTAGE of the surest, swiftest method known for staying on the air—regardless of what happens to your main transmitter. The answer—a standby station within the four walls of your control room, including a *complete transmitter and FCC-required monitoring equipment!*

"Feather-quiet" in operation—with no air blowers or A-C contactors—Type BTA-250M is the ideal transmitter for this "security" service. It is a single unit—same size as your audio cabinets—and can be installed in almost any control room set up. Installation is easy, too. *It was planned that way!*

Operation of the BTA-250M is simple. Just one control for tuning, and one for power output. Operating expense is next to nothing. Unmodulated, the transmitter takes only 1000 watts of power to run. Only 10 tubes all told. Only 3 tube types to stock—the RCA-807, 813 and 866A (carefully chosen for their economy, reliability, and availability under present-day conditions).

Here is a 250-watt AM transmitter with the latest electrical and mechanical features. No trick circuits. Compare its performance specifications with those of other AM transmitters. The BTA-250M will outperform any other transmitter in its class!

Be ready for the long pull ahead—with a reliable BTA-250M. It's a major advancement in plant economy for local broadcast stations. *It's the ideal "standby" for master control-room operation in the larger AM station!*

Ask your RCA Broadcast Sales Engineer about delivery. Or write Dept. PB-19, RCA Engineering Products, Camden, N. J.

BROADCAST EQUIPMENT

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

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North Carolina Rates More Firsts In Sales Management Survey Than Any Other Southern State.

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NATIONAL REPRESENTATIVE FREE & PETERS, INC.

BROADCASTING
TELECASTING

Vol. 40, No. 15 WASHINGTON, D. C., APRIL 9, 1951 $7.00 A YEAR—25c A COPY

RADIO STILL DWARFS TV

Biow Study Shows How Much

By PETE DICKERSON

TO NEW YORK advertising people, who are apt to forget that not all the nation is as thick with television sets as is their home city, Hal Miller, radio and TV research section manager of the Biow Co., last week issued a reminder that radio coverage of the U. S. still dwarfs TV.

In an address before a meeting of the American Marketing Assn., Mr. Miller reported on recent Biow Co. research on the question, "Has Television Overtaken Radio?" The answer, in a word, is no.

Mr. Miller warned that it was difficult for those living in New York, "today the Mecca of TV and, to a large extent, radio," to "conceive that many more homes across the country are reached by radio and television than are *reached by television.*"

Looking at the coverage of the two media, he said radio homes in America currently were estimated to be 42 million, while television sets installed as of Feb. 1 were estimated at 11 million. This left 74% of the total U. S. homes, virtually all of which have radio, without television.

Use CBS Map

Pattern of TV installations had been studied by preparation of a map to show the "physical coverage of the 62 CBS stations, using the CBS 0.1 mv/m line concept, normalized to county lines," he said. Then, using NBC's estimates of TV sets installations for Feb. 1, 1951, and allocating these data by states . . . ," TV set penetration percentages were worked out. Estimated retail sales and buying power of the TV areas also were computed, he said.

Results, Mr. Miller continued were:

"1. Nine states are without television at all. ('By the way, we estimated that these nine states represent 5% of the U. S. population—and 45% of U. S. mountain goats.')

"2. The penetration of television in the entire U. S., as of Feb. 1, was estimated to be 26%.

"3. Among the states touched by television, there is great variation in the degrees of penetration, ranging from about 2% in Mississippi, to almost 58% in Delaware.

"4. In 31 states, accounting for 40% of the country's population, the TV penetration was less than 20%."

Even in speaking of "television areas," he continued, there is a tendency to forget that many homes in them are without TV sets, and "thus these people never see television in their homes.

"As long as the number of stations remains the same, and existing power facilities remain the same, it will be physically impossible, because of the distances involved for 37% of America's homes ever to see television at all," Mr. Miller went on.

An investigation sometime ago to estimate the number of TV sets by markets to be expected by January 1952, he continued, indicated that in January this year only seven markets, containing 20% of the population, had 50% or greater TV penetration; and that this number of markets was expected to increase to 33 and to account for 29% of the population by January 1952. National penetration by the beginning of 1952 it was estimated, would be about 36%.

It was noted that even in the 33 most highly-concentrated TV markets, nearly 6 million families still would be without TV by January 1952, Mr. Miller said.

Estimate Basis

These estimates, he went on, were predicated upon TV set production continuing its phenomenal rise through 1951, with installation of about 16.3 million sets by January 1952. "We further felt that the freeze would still not be lifted and that the number of television areas would still be the same."

Since then FCC's proposed program, under which TV stations would increase eventually from the current 107 to a potential 2,000, had become known. With such an increase, he said, "it is expected that . . . 1,200 communities could then be serviced."

In view, however, of world conditions and known allocations of steel and other essentials, "it would seem that construction of new stations might well be relegated to the distant future." In fact, he continued, the 16.3 million sets prediction "now seems a little high to us."

Turning away from coverage, Mr. Miller looked at comparative costs.

A study based on December 1950 Nielsen data for sponsored half-hour evening radio and TV programs, he said, indicated the following:

(1) Although the national Nielsen rating for the median half-hour evening radio program was substantially below the TV rating (9.6 for radio, and 21.9 for TV), the two actually were not comparable. Nielsen TV pocket piece rating reflects only program popularity, whereas the radio rating is projectible.

(2) Estimated cost of median half-hour evening radio program

(Continued on page 28)

'OPERATION SUMMER'

Profitable for TV

TELEVISION'S "Operation Summer 1951"—it's first big summer—is almost ready to emerge from the planning stage, with early indications that it will be a profitable one.

At least one top-level network sales executive predicts that TV will be sold out during the forthcoming hot season.

Although advertisers and their agencies in large numbers are still mulling plans, developments thus far indicate many sponsors will carry their present shows straight through the summer, without hiatus, while the majority will hold their time franchises with less expensive summer replacements, tending toward film rather than live productions.

Both CBS and NBC have worked out hiatus plans to attract their regular advertisers to stay on the air. ABC's plans were not disclosed, while DuMont Television Network reported all of its top advertisers would continue through the summer.

To convince advertisers of summer television's worth as a sales medium, NBC-TV also last week unveiled statistics behind its upcoming "Straw Hat Plan No. 2," pegged on the thesis that "television will be the favorite summer activity of 'the forty million'."

As an incentive to advertisers to forego the regular eight-week summer hiatus, CBS-TV is offering sponsors in Class A time an additional 10% on time charges, aside from weekly and annual discounts, plus an allowance of one-third of program costs, without regard to whether the show is a CBS package, agency produced, or outside package. Sponsors taking eight weeks off must pay for all over eight.

NBC-TV Offer

NBC-TV, as part of its hiatus plan [BROADCASTING • TELECASTING, March 19], also is offering sponsors in Class A time a contribution toward summer program expenses as an inducement to forego hiatus.

A survey of advertisers, agencies and networks indicates that already at least four new network shows are on the horizon for summer TV sales, plus at least five new spot campaigns.

McKesson & Robbins, New York, through its agency, J. D. Tarcher Co., New York, is preparing a TV network show and is negotiating with three networks for time and date. Details are expected to be completed early this week.

Bohn Aluminum, Detroit, has signed through Biow Co., New York, for *American Forum of the Air*, on NBC-TV starting April 29, from 1:30-2 p.m. on Sunday, while Walter Johnson Candy Co., on Saturday (April 7) started sponsorship of *The Flying Tigers*, Saturday 6:30-7 p.m., over 21 stations of the DuMont TV Network. Johnson agency is Franklin Bruck, New York.

Receiver Sales Division of Allen B. DuMont Labs is sponsoring *The DuMont Royal Playhouse*, new film drama series, over 18 stations of the DuMont network, beginning Thursday (April 12) for 26 weeks. The films are produced by Bing Crosby Enterprises, Hollywood.

Hood Rubber Co., Watertown, Mass., through McCann-Erickson, New York, is plunging into a good size spot announcement campaign

(Continued on page 62)

THOMPSON ACCOUNTS Announce Changes

ACCOUNT breakdown of timebuying in radio and television at J. Walter Thompson, New York, effective with the retirement of Linnea Nelson [BROADCASTING • TELECASTING, April 2], was learned by BROADCASTING • TELECASTING last week.

All questions of a general nature or on accounts not currently active in radio or TV and having no buyer specifically assigned are to be directed to Jim Luce.

In addition Mr. Luce will supervise these accounts (with the assistant or junior timebuyer noted in parenthesis): Atlantic Sales Corp. (Mario Kircher), P. Ballantine & Sons, (Waters Yeager), Florida Citrus Commission (Mario Kircher), Ford Dealer Advertising Assns. (Bill Wren), Ford Dealer Cooperative (Bill Wren) and J. B. Williams (Bill Thomas).

Jayne Shannon will supervise with the assistant or junior buyer also noted in parenthesis on the following: Anthracite Institute (Jane Jaffe), Brillo Mfg. Co. (Jane Jaffe), Devoe & Reynolds (Jane Jaffe), General Cigar Co. (Jane Jaffe), Johns-Manville Corp. (Bill Thomas), Kilmer & Co. (Mario Kircher), Lever Bros. (Mario Kircher), Mentholatum Co. (Mario Kircher), Scott Paper Co. (Bill Thomas), Standard Brands (Jane Jaffe), W. F. Young Inc. (Mario Kircher).

Anne Wright will supervise the following accounts (also with the assistance of those listed in parentheses): Church & Dwight Co. (Bill Thomas and D' Vera Topol), Eastman Kodak Co. (Mario Kircher), Fanny Farmer Candy Shops (Bill Thomas and D' Vera Topol), Irving Trust Co. (Mario Kircher), NBC (Dorothy Degler), Pacific Mills (Bill Thomas), Owens-Illinois Glass Co. (Dorothy Degler), Pan American-Grace Airways (Dorothy Degler), Pennick & Ford (Messrs. Thomas & Topol), Pond's Extract Co. (Dorothy Degler), Purolater Products (Bill Thomas), RCA (Dorothy Degler), Shell Oil Co. (Bill Thomas) and Ward Baking Co. (Messrs. Thomas & Topol).

MILITARY SHOWS

Armed Forces Add to Drive

U. S. ARMY and Air Force have renewed their ABC network radio show, *Let's Go With Ralph Flanagan* and have begun scheduling other AM-TV features in their recruiting campaign. The Army and Air Force, through Grant Adv., Chicago, three months ago bought the Flanagan show along with *The Shadow* on Mutual, *Roller Derby* on ABC-TV, part of Operation Tandem on NBC and sports events from Madison Square Garden on DuMont. They also are sponsoring *The Lineup* on CBS under a short-term contract.

As it stood last week, *The Shadow* was scheduled for cancellation, along with the Madison Square Garden Events because of the "slackoff in interest" in sports during the summer. Money remaining in the radio-TV budget of this fiscal year, which ends June 30, presumably will be appropriated within the next week.

Grant Adv. is understood to be working now on new appropriations which were authorized last month in Washington [BROADCASTING • TELECASTING, March 12] for radio and TV to be used during the fiscal year beginning July 1. Present plans include a concentration of spots in the continuing recruiting drive on 50 kw stations throughout the country. An estimated $50,000 will be spent during a 3½ week campaign starting in mid-April on about 50 stations in this category. A second follow-up spot campaign also is being considered.

Renewal of the Flanagan show is effective April 23. The program is aired Monday, 9-9:30 p.m. CT, and will originate at various Army and Air Force bases.

Drawn for BROADCASTING • TELECASTING by Sid Hix

"Mr. Pilch is on our Show Your Pets *program. . . . His trained duck seems to have disappeared."*

REALTOR BOARDS

Support National Show

SPONTANEOUS pledges already are being received from local realtor boards indicating the willingness of National Assn. of Real Estate Board members to support the board's plan to sponsor a national radio program, according to Walter S. Dayton, realtor promotion committee, NAREB.

Although the project will not be started until after the NAREB board meeting in Chicago May 11, the national board has established a financial program whereby each local board, through fund-raising campaigns, will be requested to pledge $20 per member on a voluntary basis. With 45,000 members, the potential $900,000 could surpass the necessary $600,000 the board's agency, Benton & Bowles, New York, believes necessary to produce the program for 52 weeks. Local members who want cut-ins on the network show will be charged an additional 25%.

The program will be a live talent show, with the possibility of TV being used in video areas and radio in non-TV areas.

ABC INTEREST

IT&T Negotiations Lag

DISCUSSIONS looking toward International Telephone & Telegraph Corp.'s possible acquisition of part or controlling interest in ABC [BROADCASTING • TELECASTING, April 2] were reported at a standstill last week.

Spokesmen for IT&T said Board Chairman Sosthenes Behn, who had been conducting the top-level negotiations with ABC's board chairman and principal owner, Edward J. Noble, over a period of months, was out of town for the week—first in Mexico and later in Washington.

They said, however, that so far as they knew the interruption was only temporary. ABC officials have consistently refused to comment on the subject.

Asking price in the negotiations reportedly is in the neighborhood of $30 million for outright sale. Discussions reportedly have also included the possibility of IT&T acquiring a partial interest, either by purchase or by interchange of stock.

RCA DIVIDEND

Voted by Board

DIVIDEND of 50 cents per share on RCA common stock was voted by the RCA board of directors last Thursday, payable May 28 to holders of record at the close of business April 20.

Brig. Gen. David Sarnoff, RCA board chairman, who announced the dividend, also reported that the board intends to place common stock on a semi-annual dividend basis with the dividends payable in May and November, provided future earnings justify such action. The board also declared a dividend of 87½ cents per share on the first preferred stock for the period April 1-June 30 payable July 2 to holders of record June 11.

'PYRAMID PLAN'

ABC Signs P&G

SALE of another leg of ABC's new "Pyramid Plan" of program sponsorship to Procter & Gamble, covering two five-minute evening newscasts weekly, was announced last week by the network.

Procter & Gamble, whose sponsorship of the initial portion of *Stop the Music, The Sheriff*, and *David Amity* launched the Pyramid plan the previous week [BROADCASTING • TELECASTING, April 2], this time added *Les Griffith & the News*, effective last Wednesday. The program will be heard Wednesday, 8:55-9 p.m., and Thursday, 8-8:05 p.m.

PILLSBURY BUYS

B&B Operation Unchanged

PERSONNEL and policy at Ballard & Ballard, Louisville, and handling of advertising by Henri & McDonald, Chicago, will remain the same despite purchase of the company by Pillsbury Mills, Minneapolis. Ballard & Ballard, which manufactures and distributes Obelisk flour, Ovenready biscuits and other flour and feed products, will continue its radio and television advertising.

Current schedules at Henri, Hurst & McDonald provide for spot radio shows in five markets, AM participations in about 10 cities and TV participations in 15. Although Obelisk flour and the grocery products and feeds are distributed primarily in the South and Southeast, Ovenready biscuits are distributed nationally by Kraft Foods Co.

B&B will retain its own trade names, and operate as a separate part of the Pillsbury organization.

KOOK Joins RMBS

KOOK Billings, Mont., new 5 kw CBS affiliate, has joined the Rocky Mountain Broadcasting System, station has announced. The latest addition increases to 12 the number of RMBS stations.

PLAY BALL!

Record Radio-TV Schedule Set

PROFESSIONAL baseball leagues start their annual schedules next Monday with the heaviest radio and television schedule in the history of the sport.

For the first time broadcasters and telecasters will join forces with the leagues in joint promotional efforts, designed to stimulate attendance at games and to stir new interest in the sport.

This joint drive is well under way, spurred by NARTB (NAB) and Radio-Television Manufacturers Assn. It is built around baseball's 75th anniversary and the 50th anniversary of minor league baseball.

Well over 1,000 radio stations and at least 35 TV stations will bring live play-by-play and recreated accounts of games to every part of the nation, well in excess of the 1950 coverage. While no estimate of total amount to be spent by advertisers has been made, it is known the sum will be well ahead of any past year.

Close watch will be kept on promotional efforts to determine if they provide the answer to complaints that TV keeps customers away from games in TV areas as well as claims that major league play-by-play accounts interfere with attendance at minor league games.

The whole matter will be thrashed out in detail at the NARTB convention next week. Two sports sessions are planned, one at the Tuesday afternoon Management Conference and the other during Television Day proceedings, slated Thursday (see convention story page 19 for details).

Leading sports figures will take part in these discussions, the result of winter-long efforts to work out a formula under which broadcasters and telecasters can obtain good program fare while team operators enjoy profitable gates.

Network officials were brought into the promotional drive in a series of conferences held by Robert K. Richards, NARTB public affairs director, and Matt Brescia, radio-TV consultant of the National Assn. of Professional Baseball Leagues, organization representing minor league clubs.

Handling Promotion

Network executives handling coordination of the promotion functions are Sig Mickelson, CBS public affairs director, and George Crandall, CBS public relations director; Bill Stern, NBC director of sports; Tom Velotta, ABC vice president; Paul Jonas, MBS sports director.

An example of the network promotion will be a scheduled interview in connection with radio-TV coverage of the Ezzard Charles championship fight April 11. At that time Mr. Brescia and Phil Piton, executive assistant to George Trautman, president of NAPBL, will be interviewed on radio and TV networks.

Spot announcements and programming suggestions are being distributed to all stations and networks. A special working brochure will be made available at the NARTB sports panel, for use by both stations and club owners.

Official lists of baseball coverage planned by the National and American Leagues were given to BROADCASTING • TELECASTING last week.

Liberty Broadcasting System and MBS are completing vast hookups to carry daily major league games. Special hookups have been arranged by individual sponsors, such as the East Coast chains assembled by Atlantic Refining Co. [BROADCASTING • TELECASTING, March 12].

Atlantic announced it was broadcasting Boston Red Sox games on a hookup in New England and televising their games on three sta-

(Continued on page 30)

PLACE BLAME

Magazine Clears Radio-TV

MINOR leagues have only themselves to blame, and not radio or TV, for their present plight, the magazine *Sporting News* will say in an editorial slated for publication in its April 11 issue, reaching newsstands today (Monday).

"Minor league club owners blame radio and television broadcasts of major league games, but this reason falls flat in the face of the actual facts," according to the editorial (see baseball story this page). "Most of the games in the minor leagues are played at night. Workers in factories, shops, stores, who are employed during the daytime therefore have every opportunity to enjoy baseball. The editorial continues:

Only one game each day, with the exception of the All-Star Game and World's Series, was broadcast on a national hookup last year, and since those broadcasts were in the afternoon, the clients of the minor league parks had no chance to hear them, as they were at work. They were busy earning money and they had the money to attend games at night.

To blame television is just as much out of line, if not more so. The television networks are still limited and telecasts of games are on local chains. Only the All-Star Game and the World's Series appear on all television screens served by coaxial cables.

It is not the television of ball games that cuts into minor league attendance, but television itself. . . . Television is moving ahead rapidly, improving all the time. It is baseball's main counter attraction. What is baseball doing to keep pace. . . .

Charges 'Parasites'

"The unvarnished truth is that most of the minor league clubs have become parasites, feasting on major league clubs." The editorial states most minor league clubs are not owned by experienced baseball men, and they are not developing as much material for the majors.

Urging baseball men to invest their money in the sport, the editorial concludes: "But don't blame radio, and don't blame television. It's a weak alibi."

FCC REORGANIZATION

Plans Completed

UNDER AN injunction of strictest secrecy, the FCC top staff level last week completed its plan for functional reorganization of broadcast operations, to be submitted to the Commission for action this Thursday.

The plan, which would create a quasi-autonomous Broadcast Bureau, would complete the functional realignment of the Commission begun nearly two years ago. Previously it had created a Common Carrier Bureau and a Safety and Special Services Bureau.

Of even greater interest than the organization chart of the new bureau is the selection of key personnel. Harry M. Plotkin, assistant general counsel in charge of broadcasting, frequently has been mentioned as the likely choice for the key spot of director. In the view of many observers, this position would be second only to that of the FCC chairmanship in determination of policies and procedures (plus actual authorizations) in the aural and video broadcast fields.

Other names, however, also have been mentioned. In some quarters it was thought that Benedict P. Cottone, general counsel, might be elevated to the bureau directorship, with Mr. Plotkin succeeding him as general counsel.

The posts of general counsel, chief engineer and chief accountant have been severed from actual staff operations. They serve as the Commission's top level technical advisors.

Each new bureau, under the organization plan, is "responsible to and subject only to the Commissioners themselves." Hence, each bureau chief has to answer only to the Commission for his conduct of the regulatory affairs in his particular field.

Among other names mentioned for possible selection for the directorship are W. K. Holl, executive officer of the Office of Administration, and Parker D. Hancock, chief, office of Formal Hearing Assistants.

Four Divisions

It was learned authoritatively that the Broadcast Bureau plan contemplates creation of four divisions to function under the director. These would be the Aural Division (AM and FM); Television Division; Renewal and Transfer Division (to be headed by an attorney) and the Enforcement Division. It was presumed that the Commission proposed to announce simultaneously its approval of the reorganization plan along with the appointment of key personnel. In addition to a director, there would be a deputy director, plus law, accounting and engineering assignments. The post of director, it's understood, calls for a salary of $11,200.

WSLS Roanoke, Va., became an NBC affiliate following contract negotiations by (l to r) Horace Fitzpatrick, WSLS assistant and commercial manager; James H. Moore, executive vice president and general manager of the station, and Norman E. Cash, director, AM station relations, NBC. Until June 15 the station also will carry programs from ABC, with which it formerly was affiliated.

NARTB PRESIDENCY

Harold Fellows Named

NARTB (NAB) has moved most of the way through the long reorganization process with selection of an outstanding broadcaster, Harold E. Fellows of WEEI Boston, as president (see Fellows sketch this page). There still remains the job of finding a manager for the autonomous television wing of NARTB.

NARTB President Justin Miller becomes general counsel as well as board chairman at his own suggestion. The legal post has been vacant since last December when Don Petty resigned to devote full-time to his law practice.

It appeared at the weekend that a TV manager could not be named prior to a meeting of the NARTB Television Board, scheduled Saturday noon at the Stevens Hotel, Chicago.

Disclosure last Monday morning that Mr. Fellows had been unanimously picked for the presidency by the board's eight-man presidential committee set the wheels in motion for selection of a TV manager.

A dozen names have been mentioned for the TV post. The selection committee is headed by George B. Storer, head of the Fort Industry stations. Telephone lines were kept hot last week as committee members exchanged ideas.

Mr. Storer's committee will report on progress of the managership project at the Saturday board meeting, and hopes to be ready to announce the appointee.

Thomas Mentioned

Several names have been mentioned frequently. Among them is Eugene S. Thomas, WOR-TV New York, chairman of the NARTB Television Board. His name also had been mentioned for the presidency. Another person mentioned for both posts is Robert D. Swezey, WDSU-TV New Orleans. It is known he had received serious consideration in the presidential search, as had Howard Lane, Field Enterprises, and Byron Price, assistant secretary general of the United Nations. Mr. Price would not have been available for a year.

Also mentioned ever since TV stations threw in their lot with NARTB has been Wayne Coy, FCC Chairman. Those advocating his appointment have emphasized his intimate knowledge of the Washington scene as well as his wide official acquaintance, in addition to his practical broadcasting experience and Commission leadership.

Selection of Mr. Fellows came after a two-month search that started right after the board had adjourned its Belleair, Fla., meeting. All through the eight-man committee discussions his name had been among the leaders.

First tender of the presidential post went to Carl Haverlin, BMI president, but Mr. Haverlin was unable to accept the offer.

Caught off balance by this development, the committee resumed its search, culminating in a series of meetings that started March 26 in the office of a Washington attorney. Negotiations moved to New York and final approval by the eighth committee member came Sunday night.

By Monday morning papers had been signed by Mr. Fellows and Ben Strouse, WWDC Washington, committee secretary.

Salary terms for Mr. Fellows were not officially announced. It is known the committee had been assigned a maximum of $75,000 a year for combined salaries of a president and Judge Miller, raised from president to chairman of the board at his own request during the Florida board meeting.

The combined salaries are believed to be inside the $75,000 limit. A two-way escalator salary formula was devised. Under this plan, it was speculated, Mr. Fellows might start his five-year contract at $35,000 the first year, rising to $40,000 the second, $45,000 the third and $50,000 the fourth and fifth years. At the same time Judge Miller, who has a three-year contract, might receive $35,000 the first year, $30,000 the second and $25,000 the third year, it was indicated.

Effective Jan. 4

Both contracts are effective next June 4. Mr. Fellows will take office at that time. He will take part in next week's convention proceedings and will be presented to the convention Monday afternoon by Judge Miller.

The original contract held by Judge Miller ran to March 1, 1954, terminable on one year's notice in which case he would have served as advisory counsel until the term ended at $12,000 a year. It was understood he has been receiving $50,000 a year.

Mr. Fellows plans to maintain his Swampscott, Mass., residence when he takes office in June, flying to his home for weekends. Mrs. Fellows expects to join him in Washington next autumn.

Judge Miller will serve as president until Mr. Fellows takes office.

Under the division of duties, in line with new by-laws revisions, Judge Miller is relieved of administrative functions, a suggestion he made at the Florida board meeting. Mr. Fellows takes over this work, as well as all of the functions formerly held by William B. Ryan when he was NAB general manager. Mr. Ryan is now president of Broadcast Advertising Bureau.

Judge Miller called a special dinner meeting of the combined NARTB boards in Chicago for 5 p.m. Saturday. Topics include plans for the 1952 NARTB convention, report of the secretary on by-laws and charter changes; report of the presidential committee; final negotiation of contract for the chairman of the board.

The NARTB television directors will hold a luncheon-afternoon meeting. Topics include finances and dues; budget; report of TV personnel committee; ASCAP negotiations; audience measurement methods; TV program contest; program exchange; proposed film to aid public in TV reception; standard rate and contract forms; agenda for the April 19 TV business meeting.

Commenting on selection of Mr. Fellows for the NARTB presidency, Mr. Strouse issued this statement on behalf of the selection committee:

Our good fortune in obtaining the services of Mr. Fellows to direct the

(Continued on page 79)

* * *

NEW PRESIDENT of NARTB (NAB), Harold E. Fellows (center) of WEEI Boston, is greeted by Justin Miller, NARTB board chairman, and Ben Strouse, WWDC Washington, board member and secretary of special presidential selection committee.

The Man Fellows

By J. FRANK BEATTY

ABOUT the most exciting thing that ever happened to New England radio was the mike debut of Harold Fellows, 20-odd years ago.

It took a few years before the Cabots and the Lodges had completely disposed of the frosty front that delayed staid old Boston's acceptance of this new medium and its indefatigable exponent, but in record time (for Boston) Harold Fellows and radio were an inherent part of the historic scenery.

It's this knack of gaining acceptance that has carried him high in broadcasting and New England circles.

And it's this knack that equips him for one of the nation's most important, and explosive, trade association posts—NARTB (NAB) president.

In the waning hours of April Fool's Day, a relieved and hard-working presidential committee sat back and purred contentedly over a job well done (see story this page).

The two-month search for the right man to direct NARTB's operations had been no joke. Now, at last the assignment had been completed. Harold Fellows was the man, and he had the unanimous approval of eight NARTB board committee members representing the highly competitive facets—large and small—of a vast and growing industry.

Who is this Harold Fellows?

Wide Industry Background

Thousands of broadcast executives can answer that one—and quickly. They know him as an NAB board member, director of CBS New England operations, general manager of CBS's WEEI Boston, leader in NAB affairs and a fast—very fast—man with a story.

West of Cape Cod he's known variously as Mr. Massachusetts, a civic and business leader and one of the most likable citizens in that region.

When all Fellows' talents and personal traits are added up, they form an imposing profile.

But when all his radio experience is brought into the picture, there emerges a still youngish, vigorous and oft-smiling man of 52—a natural and perhaps inevitable presidential selection.

The whole story of Harold Fellows, NARTB president-elect, is typified in the terse reply he gave when BROADCASTING • TELECASTING asked him what he proposed to do about his new assignment when he takes over June 4. He said, simply and humbly:

"Whatever I've got I'll give to the job."

Don't let his modesty, or his ball-bearing laugh, lull you into the belief that he's a pushover in a controversy.

There'll be ample chance to test

(Continued on page 70)

CONVENTION ATTENDANCE

Record NARTB Registration

FOUR-PLY appeal of the 1951 NARTB (NAB) convention—mobilization, reorganization, TV and technical—is drawing the heaviest advance registration in years.

By mid-week the NARTB convention office at the Stevens Hotel, Chicago, and the headquarters staff at Washington had received well over a thousand paid registrations, far ahead of last year. Convention sessions run April 16-19.

With programming emphasis placed on station operation in the present emergency as well as workshop sessions on commercial operating methods, the reorganized association will present the heaviest and most practical agenda within memory of its officers.

Member attendance will be augmented by a large number of nonmember station executives who will attend an FCC-military-industry mobilization conference Monday morning, starting at 9. Admission will be via tickets supplied by the FCC.

Emergency Plans

This conference will be a follow-up version of the March 26 emergency meeting in Washington to which stations were summoned by the FCC [BROADCASTING • TELECASTING, April 2, March 26]. Plans for coordination of government agencies and broadcasters during the emergency will be reviewed, along with manpower problems (see story page 25).

By mid-week 657 paid registrations had been received by NARTB for the Management Conference, which starts Monday afternoon and runs through Wednesday. Engineering Conference programs start Tuesday morning and end Wednesday afternoon. The annual banquet will be held Wednesday evening. Thursday will be Television Day, with morning, luncheon and afternoon sessions scheduled.

Over 140 paid registrations were listed already for the engineering session and 236 for the TV meeting.

C. E. Arney Jr., NARTB secretary-treasurer and convention manager, said hotel bookings were far ahead of 1950. Mr. Arney is operating at the Stevens Hotel, along with Arthur C. Stringer, manager of the annual equipment and service exposition.

Final program details for the management meeting were being worked out last week by Eugene S. Thomas, WOR-TV New York, chairman of the board's convention committee, and Robert K. Richards, NARTB public affairs director, who is in charge of programming.

New interest developed last week in the Tuesday luncheon address of Gen. Omar Bradley, chairman of the Joint Chiefs of Staff, as danger of a heavy spring offensive by enemy troops became a major world topic. Gen. Bradley's address will be recorded and edited for later re-broadcast. He will discuss the Korean military situation. In a later off-the-record session he will answer questions submitted by broadcasters.

Coy Speaks Wednesday

FCC Chairman Wayne Coy will make his annual address to broadcasters at the Wednesday luncheon.

Workshop sessions at the management meeting will cover such topics as Broadcast Advertising Bureau, FM, research, sports and labor. Two sports sessions are scheduled during the week, one at the Tuesday afternoon management meeting and the other during Television Day. Key figures from the sports world will participate.

A feature of the Monday afternoon opening will be a slide film presentation of the reorganized association, with an explanation of the duties of the radio and autonomous television units.

Interest in the annual equipment and service show has been spurred by FCC's action in announcing a proposed TV reallocation, with provision for a large number of UHF channels.

Exhibitors in Exposition Hall, in the Stevens lower lobby, will be:

Allen B. DuMont Labs; Andrew Corp.; Armed Forces Information Center; Broadcast Music Inc., Federal Telecommunication Labs.; Gates Radio Co.; General Electric Co.; Kliegl Bros.-Universal Electric Stage Lighting Co.; General Precision Lab.; NARTB Station Relations Dept.; NARTB Television; RCA Engineering Products Dept.; SESAC Inc.; U. S. Army-Signal Corps.

Fifth floor exhibitors, showing lighter equipment and services, include:

Ampex Electric Corp.; Associated Program Service; Audio & Video Products Corp.; Broadcast Advertising Bureau; Bruce Eells & Assoc.; Capitol Records Inc., Broadcast Division; Collins Radio Co.; Federal Telephone & Radio Corp.; Frederic W. Ziv Co.; General Precision Lab.; Harry S. Goodman Productions; Keystone Broadcasting System; Lang-Worth Feature Programs; *Lucky Social Security Numbers Program* (Azrael Adv. Agency); Magnecord Inc.; Musicolor Inc.; Presto Recording Corp.; RCA Engineering Products Dept.; RCA Recorded Program Services; SESAC Inc.; Standard Radio Transcription Services; Standard Rate & Data Service; Wincharger Corp.; World Broadcasting System.

Exhibits will open Sunday, April 15 and run through Wednesday afternoon.

Besides meetings listed above, a series of satellite sessions will be held. These include:

Saturday — University Assn. of Professional Radio Educators, Upper Tower (continues Sunday); NARTB Television Board, 12:30 p.m. luncheon meeting, Room PD5; combined NARTB Boards, 5 p.m. dinner meeting, West Ballroom.

Sunday—BAB Inc. Board, noon-5 p.m., PD1; Clear Channel Broadcasting Service, 2:30-5 p.m.; MBS affiliates meeting, 2-4 p.m., Upper Tower; MBS reception, 4-5 p.m., Lower Tower; BMI Board, 4-6 p.m., PDR 20.

BMI Board Luncheon

Monday — BMI board luncheon to state association presidents, PDR2; Petry station luncheon.

The Monday morning mobilization meeting will be held in the Eighth St. Theatre, adjoining the Stevens. The theatre has been used occasionally for NAB conventions.

John H. DeWitt Jr., WSM Nashville, NAB board member, will serve as chairman of the first panel discussion. NARTB board monitors will be Calvin J. Smith, president of KFAC Los Angeles, District 16 director, and William C. Grove, KFBC Cheyenne, Wyo., District 14 director, both of whom have engineering background.

Participating in the opening

(Continued on page 26)

Golf Tournament

ANNUAL NARTB (NAB) convention golf tournament for the BROADCASTING • TELECASTING trophy will be held April 15 (Sunday at the Northwestern U. golf course in Wilmette, off Lake Ave. Play will start around 9 a.m. BROADCASTING • TELECASTING will award silver cups to the low gross and low net winners. A free bus will leave the South entrance of the Stevens Hotel at 8:45 a.m. Send Reservations to the Washington office of BROADCASTING • TELECASTING or to Suite 1206 in the Stevens, where this publication will maintain convention headquarters.

ADVERTISING TAX?

Posed on Capitol Hill

By DAVE BERLYN

A JOLTING proposal that a federal excise tax be placed on advertising, particularly the type of advertising that urges "consumers to buy consumer goods," has been offered on Capitol Hill.

Such a tax could run as high as 20-25%, it was indicated.

The proposal, however, did not have specific support of any of the Senate and House members of the Joint Congressional Committee on the Economic Report from which it emanated. The suggestion was contained in a supplementary to the committee's annual economic report released last week.

Section on the proposed tax on advertising was written by the committee staff, which labeled the tax "one of the most desirable" that the government could levy.

Pointing out that this was not the time in the American economy to "whip up inflation further by stimulating consumer buying" nor the period for worsening the situation of short newsprint or woodpulp, the staff said: "Yet . . . an increased volume of advertising continues to spur consumers on to additional spending."

Release of the report met immediate resistance from the Advertising Federation of America. Graham Patterson, board chairman, saw "a surprising ignorance of present economic conditions" in the staff suggestion "that a heavy sales tax on advertising might be desirable to curb inflation and reduce consumer buying."

Civilian Goods Plentiful

Mr. Patterson pointed to a surplus of goods in many lines with retailers concerned over the present buyer's market. Even with rising defense production, civilian goods output will remain high, he said, asserting "these goods must be sold or our economy will suffer." He reminded that a strong civilian economy helps defray defense costs.

"Advertising is a low-cost tool. If advertising were ham-strung or decreased by a tax, personal selling efforts would have to be increased at higher costs to retailer and manufacturer and finally to the consumer," Mr. Patterson said.

This, the AFA board chairman stated, would increase not decrease inflation.

Such a tax, Mr. Patterson added would probably not increase the total government income, but would seriously affect advertising volume.

In presenting a review of advertising expenditures, the committee staff said spending in 1950 exceeded 1949 by an estimated 10%. Expenditures, the staff said, totaled $5.2 billion in 1949. Current rate of expenditures, the report went on, "is considerably greater." In October 1950 total was 19% above the same month for the year before, the writers said.

Following is the breakdown presented in the report by dollars and percentages of the total for 1949:

U. S. Advertising in 1949

Medium	Amt. in Millions	% of Total
Newspapers	$1,905.0	36.6
Radio	633.8	12.2
Magazines	492.5	9.5
Farm papers	20.5	.4
Direct mail	755.6	14.5
Business papers	247.1	4.8
Outdoor	131.0	2.5
Television	63.0	1.2
Misc.	952.7	18.3
TOTAL	$5,201.2	100.0

The staff saw a number of results which could materialize from

(Continued on page 79)

RCA-NBC CHANGES
Heffernan, Werner To New Posts

ELECTION of Joseph V. Heffernan as financial vice president of NBC and elevation of Robert L. Werner to succeed him as general attorney of RCA were announced last Thursday.

Mr. Heffernan, leaving his present position as RCA vice president and general attorney, will be in charge of NBC financial affairs, including supervision over legal, financial and accounting operations. His election was announced by NBC President Joseph H. McConnell following a meeting of the NBC board Thursday morning.

Mr. Werner's election as RCA general attorney was announced by Brig. Gen. David Sarnoff, board chairman of RCA, NBC's parent company.

Mr. Heffernan has been associated with RCA operations for 16 years. He became assistant general counsel in 1940, and vice president and general attorney on April 6, 1945. He also is a member of the board of directors of RCA Communications Inc. and the RCA Institutes Inc.

He was a lieutenant with the Navy air force, Atlantic Fleet, during World War II.

A native of Washington, Ind., where he was born Dec. 23, 1905, Mr. Heffernan is a graduate of St. Louis U. (1928) and holds a bachelor of laws degree from Indiana U. He received a fellowship for graduate work in law at Columbia U., where he received his LL.M. in 1935.

Mr. Werner has been associated with RCA since February 1947, when he joined the company as first assistant attorney in the law department. He formerly was special assistant to the U. S. Attorney General, and first assistant of the claims division of the Dept. of Justice in Washington. From 1936 to 1941 he served as assistant to the U. S. District Attorney in New York.

During World War II Mr. Werner rose from an Army captain to lieutenant colonel. He served in the London office of the Signal Corps legal agency, and later as an intelligence officer under Gen. Carl Spaatz at headquarters of the U. S. Strategic Air Forces in England, France, Austria and Germany.

Born in New York, Mr. Werner was graduated from Yale U. and Harvard Law School.

Mr. Heffernan

Mr. Werner

BEN WOLFF
WFOX Salesman Dies

BEN WOLFF, 83, salesman at WFOX Milwaukee, and believed to have been the oldest active radio salesman in the country, died March 31. He was active up until March 28.

Born Aug. 4, 1867, Mr. Wolff entered radio at WEMP Milwaukee in 1935.

OKLA. TAX
Broadcasters Fight Bill

LEGISLATION proposing to impose a privilege tax on Oklahoma stations and a 5% tax on gross receipts has stirred broadcasters in the state. Owners and managers of Tulsa stations are up in arms over the legislation (House Bill 458).

The privilege tax or license would impose a levy of 10 cents per watt of rated capacity, or $5,000 for a 50,000 w station. Of the gross receipts tax income, 5% would go to the state tax commission and the rest to general revenue. The commission would get 2% of the license income, with the rest to general revenue.

The legislation is still in committee. W. B. Way, KVOO Tulsa general manager, said the tax "is so nearly confiscatory that it is ridiculous when you consider all the other taxes we must pay."

FCC MEASURE
Johnson to Be Consulted

SEN. ED C. JOHNSON'S (D-Col.) Commerce Committee will be consulted on future action taken on legislation designed to give the FCC Chairman sweeping administrative powers [BROADCASTING • TELECASTING, April 2, March 26].

This assurance was contained in correspondence between Sen. Johnson and Senate Executive Expenditures Committee Chairman John L. McClellan (D-Ark.). Letters were released last week.

The jurisdictional question arose following introduction of a bill (S 1139) by Sen. McClellan which would reorganize FCC and other regulatory agencies along the lines of Hoover Commission suggestions. When that measure was referred to the Expenditures unit, Sen. Johnson in turn offered a similar bill (S 1218), which was turned over to the Commerce group.

Noting that the Expenditures Committee had not yet considered his own bill, Sen. McClellan indicated that hearings may be held. But should his committee vote approval, the Senator said that in his opinion it would be proper for the Senate Commerce group to ask to study the bill "in order that any substantive policy provisions might be given consideration. . . ."

WEEI MANAGER
Struthers Succeeds Fellows

HARVEY STRUTHERS, assistant general manager of WEEI Boston, was appointed last week to succeed Harold E. Fellows as general manager of the CBS-owned Boston station.

Mr. Fellows has been named president of the NARTB (see story page 18).

J. Kelly Smith, CBS vice president in charge of station administration, announced the promotion of Mr. Struthers, who has held the WEEI assistant general managership since January.

Mr. Struthers has been with CBS since 1940, when he joined WCCO Minneapolis-St. Paul. During his tenure there from 1940-48 he handled a variety of sales assignments, including that of acting sales manager. In 1948 he moved to the Chicago office of Radio Sales, Radio and Television Stations Representative, CBS, and in August 1950 transferred to the New York office of CBS Radio Sales-TV.

WSAI TRANSFER
Haid Is V.P.-Managing Dir.

SIGNING of final papers to transfer WSAI-AM-FM Cincinnati from Marshall Field interests to Fort Industry Co. was expected to take place in Chicago over the weekend. Approval to the $225,000 transaction was granted by FCC a fortnight ago along with contingent sale by Fort Industry of WLOK-AM-FM Lima, Ohio, to Lloyd A. Pixley, who with his family owns WCOL-AM-FM Columbus, Ohio [BROADCASTING • TELECASTING, April 2]. Price was $137,500.

Mr. Haid

George B. Storer, Fort Industry Co. president, last week announced appointment of Allen L. Haid, vice president and general manager of Fort Industry's WMMN Fairmont, W. Va., as vice president and managing director of WSAI properties.

Robert M. Sampson, who has been general manager of WSAI under the Marshall Field interests, becomes officer and part owner of Arthur-Sampson Inc., new talent management firm established in New York. Associated in the firm with Mr. Sampson is Jon Arthur, WSAI personality and creator and conductor of ABC's *No School Today*, Saturday morning feature originating at WSAI.

Talent and program features of *No School Today* were not included among the assets transferred to Fort Industry, it was said. They have been owned by Jon Arthur Enterprises Inc., all stock of which has been sold by the Marshall Field group to Arthur-Sampson Inc. in consideration for a proportion of the latter firm's profits for an undisclosed period. Mr. Arthur's contract as a disc jockey and his other services to WSAI, however, were transferred to Fort Industry, it was reported.

Robert H. Boulware continues as WSAI sales manager, it was announced.

Conditions

The WSAI transfer was mutually contingent upon Commission approval of the WLOK sale in order that Fort Industry might comply with FCC rules and policy on multiple ownership, limiting AM ownership to seven stations and FM ownership to six stations, as well as on duopoly, precluding dual ownership of stations of the same class whose primary signals substantially overlap in the same area. In addition to WMMN, Fort Industry also operates WSPD-AM-FM-TV Toledo, WWVA-AM-FM Wheeling, WAGA-AM-FM-TV Atlanta, WGBS-AM-FM Miami and WJBK-AM-FM-TV Detroit.

WSAI, ABC affiliate on 1360 kc with 5 kw, directional night, is licensed to Buckeye Broadcasting Co. All stock in this firm was sold by Field Enterprises Inc. to Fort Industry. Field Enterprises, which also operates WJJD Chicago, KOIN Portland, Ore., and KJR Seattle, told FCC it "originally acquired WSAI as one step of a proposed program to develop diversified business interests in the area of Cincinnati," but that these interests "have not materialized."

Marshall Field purchased WSAI in 1944 for $550,000 from Crosley Corp., which was required to sell either WSAI or WLW Cincinnati upon adoption by FCC of its duopoly rule.

WLOK is an NBC outlet on 1240 kc with 250 w fulltime. WCOL is licensed to The Pixleys and is an ABC outlet. Mr. Pixley is president and general manager. He is sole owner of WLOK Inc., the new licensee of the WLOK properties.

Mr. Haid has been in charge of WMMN for five years and in radio since 1926. He started at KDKA Pittsburgh, later becoming consultant to broadcasters in building of stations. In the mid-30s Mr. Haid operated his own advertising agency and talent bureau in Pittsburgh, joining Fort Industry in '37.

In 1941 he became manager of WHIZ Zanesville, Ohio, then owned by Fort Industry and which it sold in 1946 to Southeastern Ohio Broadcasting System upon purchase of WJBK. Mr. Haid moved to WMMN as manager in 1946, becoming Fort Industry vice president in 1947. He was appointed to the board of directors in 1950.

URGE FCC STREAMLINING

Hearings Open

By FRED FITZGERALD

SMALL broadcasters would be spared expensive red tape if FCC procedures were streamlined in accordance with the McFarland Bill (S. 658) [BROADCASTING • TELECASTING, Jan. 29 et seq]. That was told the House Interstate and Foreign Commerce Committee as hearings on the bill, postponed from earlier in the week, finally got underway Thursday morning.

First witnesses were Victor C. Diehm, WAZL Hazleton, Pa., as spokesman for the Pennsylvania Assn. of Broadcasters; Leon M. Sipes, KELD Eldorado, Ark., representing the Arkansas Broadcasters Assn. and Gordon P. Brown, WSAY Rochester, N. Y. Messrs. Diehm and Sipes attended as proponents of the bill and on invitation of NARTB.

Hearings resumed Friday morning with Chairman Wayne Coy of the FCC as first witness (see late story AT DEADLINE), and it was hoped that the full hearings would be completed today (Monday) and tomorrow. Other witnesses:

NARTB Pres. Justin Miller; Joseph H. Ream, executive vice president, CBS; Judge Frank Roberson, of the Washington law firm of Spearman & Roberson, as chairman of the legislative committee of the Federal Communications Bar Assn.; Elmore Whitehurst, administrative office of the U.S. Courts; Robert Ramspeck, U.S. Civil Service Commission.

Messrs. Miller, Ream and Roberson are in support of S 658; Mr. Whitehurst is to testify on suggested amendments, and Mr. Ramspeck is opponent, in part, to the bill.

At the conclusion of Thursday's sessions and on the suggestion of Rep. Charles A. Wolverton (R-N. J.), Committee Chairman Robert Crosser (R-Ohio) instructed that the Dept. of Justice be requested to have a representative appear at the hearings. This followed questioning of Mr. Brown, consistent proponent of network licensing, who contended that Sec. 10 of the McFarland Bill allowed the FCC "no way to punish anti-trust violators."

Diehm Leadoff Witness

Mr. Diehm, as leadoff witness, outlined the situation confronting a typical small broadcaster whose operating revenue was not sufficient to justify retention of legal counsel to watch all Commission actions that might affect him. He referred to "volumes of reports, photostats and additional information" that is required in renewal applications every three years, "particularly when much that he is asked to submit is already on file with the Commission."

Insofar as a hearing is concerned, the $2,000 to $15,000 expenditure placed on the broadcaster represents the difference between a profit or loss station, Mr. Diehm said.

Declaring the small broadcaster is aware of the Commission's "tremendous work load," but that he has "simple faith that proper reorganization and more efficient procedures would greatly speed up the mill and ease his economic burden," Mr. Diehm voiced his conviction that S 658 will go "a long way" to meet some of these problems.

"Frankly," he added, "the broadcasters would feel a great sense of security in knowing that they could come to their Congressman or Senator for authentic information on the progress of their case before the licensing agency of their Government."

The next witness, Mr. Sipes, echoed much of Mr. Diehm's sentiments, specifically pointing to Sec. 5, subsec. (d) as "a safeguard against the problem of unduly prolonged hearings and consideration of applications."

The bill provides that "(1) within three months from the date of filing in all original applications, renewals and transfer cases and (2) within six months from the final date of the hearing in all cases, the Commission shall promptly report to the Congress each such case which has been pending before it more than such three- or six-month period respectively, stating the reasons therefor."

This procedure he cited as conducive to understanding by Congress of major deliberations by the FCC as well as to furnish an "index" to the applicant as to the status of his application.

Example Offered

Mr. Sipes offered as an example of lengthy proceedings, the case of KELD applying for changes in facilities, dating from Jan. 23, 1947, to Oct. 21, 1949, date of the final decision. He said his 250 w station expended $17,882.32 "to engage in this crusade for more satisfactory service to its listening area." In view of the necessity of another $75,000 to make the authorized installation, Mr. Sipes said it was "imperative" that KELD request the Commission to relieve it of its obligation to change.

He pointed out that if the Commission under accelerated procedure did inadvertently make a grant that was not to the best interests, the 30-day protest period can serve to modify an "undesirable" decision.

Mr. Sipes introduced a statement from James R. Curtis, KFRO Longview, Tex., in favor of the bill. Among other things, Mr. Curtis approved of provisions that could expedite renewing of station licenses without the "constant threat" that licenses might be taken away upon the "naked promises" of some other person who could run a station, even though that person "has not

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OPERATORS

Relaxation of Requirements Seen in FCC Action

FURTHER steps towards easing the problems of those stations hit by first class operator shortages have been taken by the FCC. In an action, announced last Thursday, the Commission as of April 16 will delegate authority to its 23 field offices of the Field Engineering and Monitoring Division to grant permission for relaxation of operator requirements for temporary periods of 30 days. This is upon adequate showing that qualified personnel cannot be secured.

Heretofore, the Commission had permitted its Secretary, subject to approval of Chief Engineer and General Counsel, to take such temporary action.

The FCC said that it had received a number of individual reports from stations in certain small markets professing inability to secure raidotelephone first class operators for AM and FM. However, the Commission pointed out that it did not believe the shortage so acute as to merit a general order such as was issued in World War II permitting holders of restricted licenses, under certain conditions, to operate aural stations.

Additionally, the Commission last week proposed rule making to add a new section to its Rules and Regulations which, if adopted, will codify and describe in detail the procedure by which AM and FM licensees may obtain the permission to utilize operators of lesser grades.

Comments on the proposed rule should be submitted to the FCC in Washington by May 4.

Applications to the field offices for the temporary use of lesser class operators, the FCC stressed, should be signed by the individual, partner, or officer of the corporation, according to the type of licensee. Also, prior to filing, the applicant must have made every effort to obtain a radiotelephone first class operator from usual sources within a reasonable distance.

In another two-ply action, the Commission also amended its rules insofar as requirements for renewal of commercial radio operator licenses; and established on a temporary basis a new class of operator license—Temporary Limited Radiotelegraph Second-Class Operator License (TLT)—for use with certain equipment on ships only.

Under this first amendment on renewals, the normal requirements, that an operator must show two years satisfactory service under the license being renewed or take an examination, are waived for the duration of the present emergency or until such date as the FCC may order.

THOMPSON NAMED

Taylor V.P.; Oldham to Petry

JAMES L. THOMPSON, with the Edward Petry Co., Chicago sales staff since 1937, has been named vice president of the O. L. Taylor Co., in charge of its Chicago office and midwest sales operation, effective today (Monday), O. L. (Ted) Taylor, president of the station representative firm, announced last week. Tom Petterson, Chicago manager since September 1944, has announced his resignation.

Mr. Thompson

At the same time, the Petry Co. announced that Will H. Oldham, account executive in the Chicago office of the Crosley stations for five years, has joined its Chicago office, effective today, as a salesman. Edward E. Voynow, Petry executive vice president, said in Chicago Mr. Oldham will handle "a select list of agencies, and will develop new business in accordance with a sales plan developed by the Chicago office to meet the competition of television."

The naming of Mr. Thompson is part of the general expansion program of the Taylor Co., Mr. Taylor said. Simultaneously, the transfer of Robert Feihel, account executive in the New York office to Chicago was revealed. Prior to his affiliation with the Petry firm Mr. Thompson was with KMBC Kansas City.

Mr. Peterson, who announced his resignation from the Taylor Co. effective this week, has made no plans for the immediate future, he said. He opened the Chicago office when the company was known as Taylor-Howe-Snowden, and was there also when it was called Taylor-Borroff.

Mr. Oldham, before working for Crosley in Chicago, was employed by the company as advertising, research and sales promotion manager and as grocery trade relations director. He also was advertising promotion director at the Merchandise Mart division of Marshall, Field & Co., Chicago. Before that he was associated with the Carroll Dean Murphy Agency, same city.

Mr. Oldham

Mr. Peterson

RATE-CUT MOVE

Radio's Fault, Says Kobak

RADIO can blame itself for the Assn. of National Advertisers' controversial radio rate studies and campaign to bring down evening radio rates in TV markets [BROADCASTING • TELECASTING, March 19], Edgar Kobak told the sixth annual Radio Institute at the U. of Georgia, Athens, last Friday.

Selling techniques were outlined by Maurice B. Mitchell, vice president and general manager of Associated Program Service. The institute was sponsored April 5-7 by the Georgia Assn. of Broadcasters and the Henry W. Grady School of Journalism.

Mr. Kobak, business consultant, board chairman of BAB and owner of WTWA Thomson, Ga., said the ANA radio rate studies are not as sound as they seem to be, but said broadcasters have themselves to blame because they held rates down when they should have been raised, and because broadcasters have failed to make a basic study of the rate structure, which has been out of date for some time.

Radio, he said, must develop more facts, engage in better selling, and make a rate adjustment to meet current situations, and get off the defensive quickly.

Mr. Kobak also called for separation of radio and television operations. They are separate and competitive media, and if not separated one or the other will suffer, he declared.

Practical and result-producing techniques of selling radio advertising at the local and national spot levels were outlined to the institute by Mr. Mitchell.

Among the points of value he stressed were that a knowledge of prospective sponsors' business operations and problems was advantageous to both the advertiser and the time salesman.

The session opened Thursday under the gavel of Frank Crowther, WMAZ Macon, institute chairman.

Those slated to participate in sessions included:

Thursday—Fred Kea, WBGR Jesup; George Patton, WIBB Macon; Dean Covington, WROM Rome; W. Ray Ringson, WRDW Augusta; Lambdin Kay, former director, WSB Atlanta; Wilton Cobb, WMAZ, and former Governor E. D. Rivers, WGOV Valdosta.

Friday—Bill Downs, CBS Korean correspondent; Jimmy Bridges, WSB-TV; H. Randolph Holder, WRFC Athens; Ed Thilenius, WGAU Athens; Ben Chatfield, WMAZ, president National Assn. of Radio-News Directors; Allen M. Woodall, WDAK Columbus, Ga.; John Derr, associate director of sports, CBS New York; Thad Horton, WSB-TV; George Theeringer, WRBL Columbus; Jack Telly, WGST Atlanta; J. Leonard Reinsch, WSB-TV, and James Bailey, WAGA-TV Atlanta.

Saturday — Miss Helen Farmer, WMAZ; Miss Mary Anne Martin, WRFC Athens; Miss Eileen Stull, WBBQ Augusta; Miss Alice Wasden, WTOC Savannah; Miss Sara Williams, Liller, Neal and Battle, Atlanta; Mrs. C. C. Fuller, Tucker Wayne & Assoc., Atlanta; Miss Virginia Pairo, Pairo Adv. Co., Atlanta; L. B. Christian, WRFC; and Alfred H. Puhan, program director, Voice of America, State Dept., New York.

SELLING RULES

Outlined by Abrahams At Boston REC

STRESSING that "you have to help retailers to sell them on radio," Howard P. Abrahams, sales promotion manager of the National Retail Dry Goods Assn., laid down rules for a successful pattern at the Boston Radio Executives Club Wednesday at the Hotel Touraine.

Prior to his address, REC president Harold E. Fellows, general manager of WEEI Boston and director of CBS operations in New England, who last week was named president of NARTB (see story page 18), was presented with a gold horseshoe amidst a standing ovation by the membership.

A resolution by Program Chairman Stacy Holmes, public relations director, Filene's of Boston, that "the membership of the REC of Boston exults in the elevation of Harold E. Fellows to the presidency of the NARTB" was unanimously passed.

Mr. Abrahams advised broadcasters to study NRDGA records on sales promotion and to study a store before approaching it in order to know how best to help it.

Basic Data

To analyze a store, he continued, a station should get the following basic information: (1) Type of business—promotional or not; volume—a store with big volume spending more than a small one. (2) Location—a store on Main Street not needing to spend as much money as one off the beaten track. (3) Competition—if heavy, it forces the store into line. (4) Type of merchandise. (5) Type of customers. (6) Price lines of merchandise. (7) Location of customers. (8) Shopping habits—knowledge of flow of traffic at certain times, keying programs to peak of traffic. (9) Store goals and plans. (10) Strong and weak departments—featuring the strong.

After studying the store as the store does itself, said Mr. Abrahams, the station should then become familiar with successful case histories of retail use of radio, of which there are plenty. At this point, he counseled, the store should be approached and there should be a frank interchange of knowledge, adapting the knowledge to an original approach for the particular store.

Stating that "the big trouble with radio is it sells itself to the retailer as an institutional medium instead of showing how it can get money in the cash register tomorrow," Mr. Abrahams described numerous cases of outstanding immediate sales results from radio.

Radio produces best, he declared, when the following points are followed: (1) Strong lines featured; (2) beamed program technique used; (3) sufficient repetition used; (4) it reflects character of store; (5) there is continuous use; (6) when written for ear not eye; (7) when promoting radio campaign with other sales promotion devices; (8) when used as a consumer-vendor tool; (9) when other promotion is weak.

WFCI SALE

Providence 'Journal' Buys

SALE of WFCI Pawtucket, R. I., to the Providence *Journal* by the estate of the late Frank Crook, and Howard W. Thornley, was announced last week. Consideration was not disclosed pending preparation of the FCC application.

The Providence Journal Co. is owner of WPJB (FM) there, Class B outlet in operation since 1948. WFCI, founded in 1941, is an ABC affiliate, operating on 1420 kc with 5 kw, directional.

U. S. Attorney General J. Howard McGrath, executor of the Crook estate, told BROADCASTING • TELECASTING details of the transaction were being worked out and would be disclosed shortly.

FCC in early February approved transfer of control of Pawtucket Broadcasting Co., WFCI licensee, to Mr. McGrath as executor pending settlement of the Crook estate. All of the stock in the station, including that of Mr. Thornley, reportedly will be sold to the *Journal*. Messrs. Crook and Thornley have been sole station stockholders.

FETING Phil Baker, star of NBC's *The $64 Question*, at a luncheon at the Park Plaza Hotel in Baltimore April 3 were radio and ad executives. Mr. Baker on April 2 debut on WITH Baltimore with the *Phil Baker Show* [BROADCASTING • TELECASTING, March 26]. Among those present were (l to r) Maurice Azrael, of Azrael Adv.; Joseph Katz, of Joseph Katz Co.; Stanley Probst, president of Rem & Rel; Mr. Baker, Morton Levenstein, AWL Agency; R. C. Embry, WITH vice president, and Thomas Tinsley, WITH president.

KEFAUVER PROTEST

Sent on WMIE Case

By LARRY CHRISTOPHER

SENATE CRIME Investigating Committee Chairman Estes Kefauver (D-Tenn.) has written FCC Chairman Wayne Coy to protest the initial decision of the Commission which would approve Arthur B. McBride as part owner of WMIE Miami, Fla., it was learned last week.

The letter confirms earlier verbal indication by Sen. Kefauver that he objected to the failure of the FCC initial decision to consider evidence compiled by the Senate crime group respecting Mr. McBride and Continental Press Service, national racing wire service owned by his son, Edward J. McBride, and managed by his brother-in-law, Thomas Kelly [BROADCASTING • TELECASTING, April 2, March 26, 19]. The Senate committee's "second interim report" charged Continental Press actually is controlled by the "gangsters who constitute the Capone syndicate."

The initial decision of FCC Hearing Examiner Leo Resnick, issued in mid-March, concluded there was no evidence in the Commission record to disqualify Mr. McBride from being a radio station stockholder and proposed to grant WMIE assignment of construction permit from Lincoln Operating Co. as trustee for Sun Coast Broadcasting Corp. to Sun Coast itself. Sun Coast is chiefly owned by Mr. McBride and his Cleveland business associate, Daniel Sherby. Mr. Sherby, along with Continental Press, were also given a clean bill of health by the initial decision.

The examiner noted the Senate group had issued its second report after the closing of the FCC hearing, however, but said he could not consider the Senate document because it was "outside" the FCC record.

McBride Praised

The examiner's decision found no evidence to show Mr. McBride or Continental Press have violated or are violating any laws. It further noted 13 top civic, political, business and religious leaders from Cleveland testified high acclaim for Mr. McBride's reputation and integrity.

Sen. Kefauver's letter to Chairman Coy stated in part:

As previously indicated to you, the Senate Crime Investigating Committee does not feel that Arthur B. McBride is properly entitled to receive a permit from the FCC for the operation of station WMIE Miami, Fla.

Under date of March 13, 1951, there was filed with the Commission an initial decision by Leo Resnick, hearing examiner, in which he reached the conclusion that Arthur B. McBride and Daniel Sherby are legally, financially and otherwise qualified to be stockholders in a radio broadcast station and that a grant of the application for assignment of the construction permit would be in the public interest.

The Senate Crime Investigating Committee desires to be recorded as differing sharply with the conclusion of the hearing examiner that said Arthur B. McBride is "otherwise qualified" in view of the testimony concerning his background and his association with Continental Press Service which is contained in testimony taken by this committee at hearings in Miami, Cleveland and Chicago.

I am forwarding with this letter transcripts of the testimony dealing with Arthur B. McBride and the Continental Press Service and the Senate Crime Investigating Committee respectfully requests that no permit be granted to McBride until there is a full review of this testimony.

It is our considered opinion that a complete analysis of the committee's record will have a substantial bearing upon the situation and that the Commission can in the light of such evidence be justified in a subsequent decision that any award of a permit to McBride is definitely not in the public interest.

On Friday morning the Commission granted the motion of its general counsel for extension until May 1 of the deadline for filing of exceptions to the hearing examiner's initial decision. According to FCC's rules (Sec. 1.853) the parties, including FCC's general counsel, may take exception to an initial decision if filed within 20 days. FCC itself then has another 20 days in which on its own initiative it may, among other things, reopen the record and remand the case to the examiner for further testimony.

WMIE's counsel, Paul M. Segal, last week petitioned FCC in opposition to any additional extension of the deadline for exceptions, citing the hardship imposed upon the station. He contended:

The applicant's station and affairs have been the subject of extensive antagonistic publicity originating from its business competitors and there is good ground to believe that the applicant's lack of formal authorization and proper clearance by the FCC has been used to produce adverse economic effects upon the affairs of WMIE and has been the subject of substantial propaganda against the applicant, this to the applicant's great loss and injury.

While it is only fair that counsel for the Commission should have adequate time to consider the possibility of filing exceptions, it is true that the Bureau of Law has had this entire matter under consideration for some years and is thoroughly familiar with all aspects of the case and with all details of the hearing record.

TRUMAN TALK

Slated on Radio, TV

RADIO and television coverage of President Truman's major Jefferson-Jackson Day dinner address in Washington April 14 (Saturday) was announced last week by the Democratic National Committee. Plans for other dinners throughout the country also were shaping up [BROADCASTING • TELECASTING, March 26].

The Chief Executive's speech at the National Guard Armory will be carried coast to coast, 10:30-11 p.m. EST, by ABC, MBS and NBC. NBC-TV will telecast the program.

A new note was injected into network coverage last week, though details had not been finalized. Liberty Broadcasting System was understood to be negotiating for radio coverage. LBS also was reported to be mapping plans for broadcast of an address by Sen. Paul Douglas (D-Ill.) in St. Paul April 14.

Other commitments include, Jonathan Daniels, Democratic national committeeman from North Carolina, San Francisco, today (Monday), ABC West Coast pickup (delayed) 10:30-11 p.m. PST; and Sen. Brien McMahon (D-Conn.), Portland, Ore., April 12, (network and time undetermined).

The President's address will be heard by several Jefferson-Jackson dinner gatherings being held simultaneously throughout the nation. Steel scaffolds are being constructed at the armory about 40 feet from the dias to accommodate television and newsreel cameras, according to Ken Fry, radio-TV director, Democratic National Committee.

WALE CLEARED

In Initial Ruling by FCC

OWNERSHIP and program representations made by WALE Fall River, Mass., to FCC in its original applications have been carried out in good faith, Hearing Examiner Elizabeth C. Smith concluded in an initial decision recommending grant of license renewal to WALE, reported last week by the FCC.

WALE, operating on 1400 kc with 250 w fulltime, is licensed to Narragansett Broadcasting Co.

The license renewal bid had been requested by FCC and set for hearing in comparative proceeding with the application of Bay State Broadcasting Co. for WALE's facilities and the application of WICH Norwich, Conn., to change its site. The WICH bid later was severed from the case and granted without hearing.

"The good faith of Bay State . . . in filing its application," the initial decision said, "was specificially challenged" by WALE during the hearing. Petition by WALE to dismiss the Bay State bid "with prejudice" was later granted by FCC, it said.

The examiner stated the evidence "clearly supports the conclusion that the representations made with respect to the ownership and operation of [WALE] were made in good faith." She also found "substantial compliance with the program representations" made in WALE's original applications and said "the licensee is rendering a commendable public service to the community which it is obliged to serve."

SELF REGULATION

Hennock Hits 'Excesses'

FCC COMR. Frieda B. Hennock told the organizing convention of the American Women in Radio and Television, in an address prepared for delivery Saturday night, that broadcasters must be careful, else "justified wrath at their excesses may unfortunately lead to pressures for an unjustified censorship."

Stressing the power of both radio and TV in shaping "the educational and cultural lives of our citizens," Miss Hennock said:

"We already know what a few hours before any receiver can tell us; that programs often go beyond reasonable bounds; that they too often emphasize crime and violence on one hand, and stereotyped and hollow productions on the other.

"The broadcasting industry should be self regulating and self-disciplining as to its morals and mores. Censorship of any kind, imposed from above by the will of any group, government or otherwise, is abhorrent to the American way of life. Regulation of program content is not my job as a Commissioner; it is specifically forbidden by the Communications Act; nor would I want or accept that job at any price."

Approximately 220 persons were registered for the first AWRT convention, held Friday to Sunday at the Hotel Astor in New York. Other speakers on the agenda included Mme. Pandit, India's ambassador to the U. S.; Edward W. Barrett, Assistant Secretary of State for Public Affairs, and Clem J. Randau, executive director of the Federal Civil Defense Administration.

'Common Sense' Solution

Miss Hennock said broadcasters need not walk "a tight-rope of restraint" in guarding against "excesses." She said, "the problem is not difficult; strong applications of common sense can solve it . . ."

She felt that "programs must not merely be 'cleaned up,'" but instead that "new blood and new life must be poured into radio and television."

Mr. Randau, in a speech also prepared for delivery Saturday night, stressed that "civil defense is everybody's business—not just the federal government's."

He said "there is entirely too much apathy toward civil defense in certain sections of the country." In view of the present world situation, he warned, "we would be short-sighted, indeed, if we did not set ourselves to the task of making our country as impregnable as possible, our citizens informed on the best defense tactics.

"Here, then," he told the AWRT, "is where we need your help. We must make certain that everyone is alert to the dangers that face him and alert to his individual responsibilities. . . . I urge each of you to be a mouthpiece for civil defense in your community."

DOWN the contract alley go (l to r) Chester A. Shafer, American Soda Water Co.; Fred Willen, Willen Refrigerator Service; France Laux, KXOK St. Louis sportscaster; Ted Reineke, Reineke Wallpaper & Paint Co. Signed is a new bowling show which Mr. Laux is handling. The trio have bowling team leagues in Greater St. Louis.

RADIO symphony in ink penned by (l to r) Robert Lawrence, dir,, Phoenix Symphony Orchestra; Lew Lowry, KOOL Phoenix prog. dir.; Charles Garland, KOOL gen. mgr. Orchestra will perform on Sunday 1½ hour program.

GOV. EARL WARREN (seated) affixes signature to proclamation making March 26-31 Advertising Recognition Week in California. With governor is Jack Brashear, Brashear Adv. Agency, Sacramento, and v. p., Adv. Assn. of West.

BASEBALL contract is signed by Richard E. Jones (l), WJBK Detroit v. p. and gen. mgr. Agreement assures station's radio coverage of Detroit Tigers' season schedule. Standing is Harry Heilmann, sportscaster. Edwin J. Anderson (r), pres., Goebel Brewing Co., adds okay for sponsor of the series.

SETTING 52-week pact for *Bold Venture* to be aired Wednesday, 10:30-11 p.m., WSYR Syracuse are (l to r): Seated, Earl Rogers, Rogers & Porter, Rochester agency; Robert Wehle, Genesee Brewing Co., sponsor; standing, Fred I. Geiger, WSYR salesman; R. C. Danahy, Frederic W. Ziv Co., packager.

RETAIL appliance store $9,600 local program contract put in motion for balance of 1951 on WCMI Ashland, Ky., by (l to r) M. E. Slagel, WCMI coml. dept.; Don Pullman, ad mgr., Darwins; Darwin Sturgill, owner and gen. mgr., Darwins, sponsor; Charles C. Warren, WCMI mgr.

VA. AP MEET

Awards Banquet Highlight Two-Day Session

AN AWARDS banquet and a luncheon session with Congressional delegates highlighted a two-day, semi-annual meeting of the Virginia Associated Press Broadcasters in Washington last week.

The state's AP radiomen were treated to a round of events, among them a luncheon at the Capitol with Virginia Congressional leaders and key AP executives; a dinner banquet at the National Press Club (both Thursday), and a tour of Washington radio stations the following day. A special business session also was scheduled Friday when new officers were to be elected.

Representatives of between 22 and 25 Virginia stations attended the scheduled events, which culminated formally Thursday with the banquet. Washington station managers and news editors were invited to attend. Top speakers were Morgan Beatty, NBC commentator, and Dr. Douglas Southall Freeman, WRNL Richmond commentator and former editor of the Richmond *News-Leader*.

Awards were made in nine categories, and represented the choices of a three-man radio committee from 39 entries submitted for the contest, first of its kind held by the Virginia group. The awards were divided into three classifications, all based on the latest BMB circulation survey of radio families: (1) 50,000 and over; (2) 25,000 to 50,000, and (3) less than 25,000.

Winning Entries

Winning entries by class:

Commentary—(Class 1) WRNL Richmond, Dr. Douglas Southall Freeman; (Class 2) no entries; (Class 3) WWOD Lynchburg, Calvin Robinson.

Comprehensive News Broadcast—(1) WRNL, Howard Hamrick; (2) WXGI Richmond, Harry Curran; (3) WRAD Radford, Dick Morgan.

Local and State News—(1) WDBJ Roanoke, John Eure; (2) WXGI, Joe Guidi; (3) WWOD, Rod Lea.

General Farm News—(1) WRNL, Cullen Johnson; (2) WSLS Roanoke, Harry Howell; (3) WLPM Suffolk, L. E. Pettyjohn.

Spot News—(3) WWOD, Rod Lea.

General Sports Broadcast—(1) WGH Newport News, Bill Diehl; (2—tie) WSLS, Harry Wiseman and Jug Culley.

Spot Sports Broadcast—(1) WLEE Richmond, Joe Mason; (2) no entries; (3) WWOD, Norman Simpson.

Women's News—(1) WGH, Mildred Alexander; (2) none; (3) WWOD, Lyn Roberts.

Special award for the best protection to AP on news—WCHV Charlottesville, Jean Lindsay.

Judges in the contest were John Alderson, WFBR; Al Stevens, WWIN, and Galen Fromme, Baltimore, all news editors.

Luncheon Guests

Guests at the luncheon on Capitol Hill were members of the Virginia Congressional delegation; members of the board of the Associated Press; Ben McKelway, *Washington Evening Star* (WMAL-AM-FM-TV); Harry Byrd, *Winchester (Va.) Star;* Oliver Grambling, assistant general manager of AP; W. L. Beal and Max Fullerton, chiefs of the Washington and Baltimore bureaus of AP.

Officers of the Virginia AP group pending Friday's elections were John Eure, WDBJ Roanoke, president, and Fred Hart, WLPM Suffolk.

BLOCK TAX

On Radio-TV Fight Right

CALIFORNIA radio and TV representatives last week succeeded in blocking, temporarily at least, a state bill taxing payments for radio and TV rights to boxing and wrestling matches.

The bill, which also would place control on broadcasting and telecasting rights to such matches in the hands of the state athletic commission, was held in committee by a vote of 4 to 3. At least 5 votes were needed to report it out with a "do pass" recommendation.

Leading the radio-TV fight against the bill at a legislative hearing last Thursday were William Smullin, president of the California Radio & Television Broadcasters Assn., and Philip Lasky, general manager, KPIX (TV) and KSFO San Francisco.

Mr. Smullin declared the bill "discriminatory against the broadcasting and television industry" and questioned the amount of revenue that would be realized from such a tax.

He said radio and TV are being blamed for certain ills in boxing and wrestling. He was referring to arguments by supporters of the bill that radio and TV had caused a drop in attendance at boxing and wrestling matches, with a subsequent drop in the state's tax take.

Local Tax Levied

A 5% tax on gate receipts at the fights is now levied by the state. The athletic commission draws its expenses from the tax and the surplus is used to support a state veteran's home at Yountville, Calif. The currently debated bill would extend the tax to receipts from the sale of radio and TV rights also.

Mr. Lasky, in answering arguments that the fight promoter would have to pay the tax, not radio or TV, argued that any such tax would undoubtedly be passed back to the television industry by the promoters. He also denied that radio and TV had adversely affected fight gate receipts.

EMERGENCY PLAN

Set for NAB Airing

FCC will attempt to resolve misunderstanding and confusion on its proposed emergency broadcast plan when its engineering authorities meet with industry representatives at a special mobilization session in Chicago April 16.

This was indicated last week as principals in the controversial radio silence issue marked time on all fronts—at the Commission, the Dept. of Defense and on Capitol Hill.

The special mobilization session has been scheduled as part of the NARTB Chicago convention, to which all industry representatives will be invited.

FCC authorities indicated last week that the Commission will not attempt to rehash its proposed plan whereby certain stations would be permitted to remain on the air in the event of imminent or actual attack. Instead, FCC expects to take up the highlights of the alert-operational project for radio and television stations, and to answer any question broadcasters may wish to submit.

It was felt that broadcasters who were unable to attend last month's Washington security session [BROADCASTING • TELECASTING, April 2] will have had an opportunity to review and digest the contents of the proposed plan in the booklet prepared by FCC and sent to all licensees.

Suggestions Filed

Meanwhile, Commission staff members said at least specific recommendations growing out of the March 26 meeting have been submitted to Chief Engineer Curtis Plummer for his consideration. The suggestions were filed by Frank Fletcher, co-owner of WARL Arlington, Va., and attorney, and Earl Collum, consulting radio engineer.

While the contents were not divulged, it was understood that they dealt chiefly with the possibility of seting up industry advisory committees to consult with Commission staff members on the efficacy of the operational plan. No suggestions had been submitted from licensees on the actual plan itself, it was said.

Revocations Final

FINAL decision revoking the license of WXLT Ely, Minn., and the permit of KFMA Davenport, Iowa, has been issued by FCC following failure of the stations to take exception to an earlier initial decision upholding original Commission revocation orders [BROADCASTING • TELECASTING, April 2, March 12]. FCC charged Charles W. Ingersoll had unlawfully transferred control and abandoned WXLT and contended L. W. Andrews, KFMA owner, had been involved in the WXLT case.

Present at the Advertising Club of Baltimore meeting were (l to r) John E. Surrick, vice president and general manager of WFBR Baltimore, who served as "Chairman For The Day", Mr. Barnett, and George Gettman, club president, and account executive for Joseph Katz Co.

* * *

MASS APPEAL

Barnett Lauds Radio

WELLS H. BARNETT Jr., sales development manager and assistant to the president, John Blair & Co., station representative, has praised radio as a mover of mass-appeal items in a talk before the Advertising Club of Baltimore.

Mr. Barnett pointed out that because display is not necessarily a vital element in moving mass-appeal goods, radio's low-priced advertising serves that purpose better than newspapers or magazines.

He emphasized also the "multiple" listening in the home and radio's ability to reach the housewife roving from room to room.

Pointing to the Kefauver investigation's TV success, Mr. Barnett said that radio must face the fact that television already is a competitor in daytime hours.

Mr. Barnett expressed the view that in the broad picture of advertising, video is just another method, offering certain advantages to the advertiser that he has never had before. He added, however, that he does not believe that these advantages serve to eliminate any other medium.

FORMER DIRECTORS

NAB Seeks Home Addresses

WHEREABOUTS of two dozen former directors of NAB is one of the smaller problems confronting that trade association.

To complete current records, BROADCASTING • TELECASTING would appreciate any information on present homes of the following former directors, who have served since start of NAB in 1923:

L. S. Baker
H. J. Bligh
W. W. Butler
C. L. Carper
R. W. DeMott
Walter S. Greevy
R. B. Hale
C. H. Henderson
G. Brown Hill
A. H. House
E. H. Jewett
R. M. Johnson
W. W. Kideney
L. E. Knobel
George Kuhns
J. W. Laughlin
George Lewis
George Morris
Robert Nevins
Harold J. Power
Henry A. Rumsey
H. S. Scott
Earle Terry
Bowden Washington
W. E. Woods
Harold J. Wrape

RADIO-TV POSTS

McCormick, Azine Join CDA

APPOINTMENTS of Steve McCormick, former MBS Presidential announcer, and Harold Azine, TV producer-director, to head up the radio and television branches, respectively, of its Audio-Visual Division were revealed last week by the Civil Defense Administration.

The sections, which will map radio-TV plans for implementation of national and local station levels, are under the general supervision of Jesse Butcher, chief of the Audio-Visual Division and former network-agency executive.

At the same time CDA announced completion of arrangements with the motion picture industry for production of films to be utilized by TV stations, civic groups and other organizations. Film clips were prepared by United World Films and Teletran Inc., New York, and will be made available during April and May. Still pending are plans for distribution of the films to TV stations. The motion picture section is headed by Howard Johnson.

Mr. McCormick served as chief programming operation for WOL Washington last year. Previously, over a 15-year period, he was chief announcer, production manager, public relations director, news editor and special events chief. Until 1946 he was Presidential announcer for MBS. Last year he joined the National Sesquicentennial Committee as assistant public relations director and, later, special events director.

Mr. McCormick

Mr. Azine

Mr. Azine has served in producer-director capacities with a number of stations. From 1947 to 1948 he was associated with WTOP Washington. He was producer-writer for KLAC Los Angeles from 1949 to 1950 and then joined KTTV (TV) Los Angeles as a TV director.

ASNE SESSION

Covers Radio-TV Inroads

A FORUM discussion pointing up the inroads of radio and television on newspapers will command top priority as a feature of the American Society of Newspaper Editors' convention at the Hotel Statler in Washington April 20.

John S. Hayes, vice president of WTOP-AM-FM-TV Washington, has accepted an invitation to carry the banner for the broadcasting industry. He is expected to talk on the radio-TV challenge to newspapers in point of the advertising dollar and aural-visual impact.

Other panel members slated to speak are Ed Hoyt, managing editor *Cedar Rapids Gazette* (KCRG KCRK (FM)); Ralph McGill, *Atlanta Constitution* (WSB-AM-FM-TV); John Crosby, syndicated columnist. Supervising arrangements for the session is Laurence L. Winship, *Boston Globe*.

Mr. Hoyt will discuss the position of the newspaper in radio operation, contending that they should be separate functions and compete freely. He reportedly will support the premise that neither should argue for free space or airtime.

Mutual Cooperation

The case for intimate radio-TV-newspaper cooperation will be presented by Mr. McGill, on the grounds that broadcasting arts are part of the whole communications picture and both sound and printed media can cooperate for their mutual benefit.

Mr. Crosby has not prepared any specific subject for discussion, and probably will give an informal talk along lines expressed in his radio-TV column.

The impact of Kefauver Senate crime investigating hearings in New York, Washington and elsewhere also may be injected as an example of the coldness of the printed word when compared to the registration of emotion and truthfulness on the television screen.

The session is slated to be held at 3:30 p.m. and will be one of a number of topics to be explored during the ASNE meet. Each speaker will be limited to a 15-minute talk, to be followed by questions from the floor. General theme of the session will be "The Challenge of Radio-TV."

Coy Testifies

CHAIRMAN Wayne Coy last Thursday testified before a Senate Appropriations subcommittee on FCC's fiscal 1952 budget request of $6,850,000 to carry on its operations. His testimony was delivered in executive session. Chairman Coy made a similar appearance before a House Appropriations subcommittee Feb. 23.

Convention Attendance

(Continued from page 19)

panel will be Robert Burton and Col. William Talbot, Federal Civil Defense Administration; Curtis Plummer, FCC chief engineer; Robert Linx, Ralph Renton, Ernest Thelemann and Prose Walker, FCC; Col. James H. Weiner, Air Defense Command. Neal McNaughten, director of the NARTB Engineering Dept., will be NARTB staff representative.

This panel will include a discussion of plans to coordinate government and broadcaster activities during the emergency; station operation in wartime and related information.

Manpower Panel

Second panel will deal with manpower in the emergency and government needs for technical assistance. Thad Holt, WAPI Birmingham, NARTB District 5 director-elect, will be chairman. Board monitors will be Leonard Kapner, WCAE Pittsburgh, District 3 director-elect, and H. W. Linder, KWLM Willmar, Minn., District 11 director-elect.

Panel participants will be Robert C. Goodwin, executive director, U. S. Defense Manpower Commission, Dept. of Labor; Lee W. Jacobs, KBKR Baker, Ore., and Dwight W. Martin, WLW Cincinnati. Richard P. Doherty, employe-employer relations director, will be NARTB staff representative.

Third panel will cover mobilization broadcasting. It will go into ways stations can aid the government. William A. Fay, WHAM Rochester, District 2 director, will preside. Board monitors will be H Quenton Cox, KGW Portland, Ore., District 17 director-elect, and Jack Todd, KAKE Wichita, District 12 director.

Participants will be Ralph Coghlan, information specialist, Office of Defense Mobilization; George P. Ludlam, vice president, Advertising Council; Clem Randau, executive director, Office of Civil Defense. NARTB staff director will be Ralph W. Hardy, director of government relations.

No formal luncheon is scheduled Monday. The convention will be formally opened in the Stevens Grand Ballroom at 2:30 p.m., with Eugene S. Thomas, WOR-TV New York, presiding as chairman of the NARTB Board Convention Committee. Mr. Thomas will give a slide film presentation showing "The New NARTB."

President and board chairman-elect, Justin Miller, will give the principal address of the afternoon. He will introduce Harold E. Fellows, WEEI Boston, president-elect (see story page 18). Mr. Fellows is scheduled to address the convention. He will not assume his duties until June 4.

Adjournment is scheduled after Judge Miller presents FCC Commissioners Frieda Hennock, Rosel Hyde and Paul A. Walker.

Proposal of several broadcasters to present Dudley J. Le Blanc, Hadacol proprietor, to the convention Monday afternoon has been sidetracked but he is expected to greet delegates (see box this page).

At 5 Monday afternoon a reception will be held in Exposition Hall.

BAB Session

Tuesday morning sessions will be programmed by Broadcast Advertising Bureau, with Edgar Kobak, WTWA Thomson, Ga., presiding as BAB board chairman. He will introduce William B. Ryan, BAB president. Program will be built around the theme "Radio's Responsibilities," with emphasis on the industry's responsibility to sell radio aggressively and constructively in the months ahead.

Following Mr. Ryan's address a forum discussion is planned. Taking part will be the NAB and BAB executives who have directed radio's sales promotion activities in the last decade. They are Maurice B. Mitchell, president and general manager of Associated Program Service; Frank E. Pellegrin, vice president of H-R Representatives Inc., and Lewis Avery, president of Avery-Knodel Inc. Mr. Kobak will preside.

Judge Miller will preside at the Tuesday luncheon. Principal address will be delivered by Gen. Omar N. Bradley, chairman, Joint Chiefs of Staff, Dept. of Defense. He will speak on the topic, "Korea Today." The talk will be illustrated with a gigantic map which will be shipped to the hotel in sections. Gen. Bradley will answer questions off-the-record. His formal talk will be transcribed for delayed broadcast.

One of the four Voice of Democracy winners, Robert Burnett, St. Louis, will give his winning radio script.

Parallel sports and labor sessions will feature the Tuesday afternoon program. Merrill Lindsay, WSOY Decatur, Ill., District 8 director-elect, will preside at the sports meeting. Board monitors will be Patt McDonald, WHHM Memphis, small stations director, and Glenn Shaw, KLX Oakland, District 15 director. Scheduled to take part in a panel discussion will be Matt Brescia, radio-TV coordinator, National Assn. of Professional Baseball Leagues; C. L. Jordan, executive vice president of N. W. Ayer & Son; George Trautman, president, National Assn. of Professional Baseball Leagues; Barton R. McLendon, chairman of the board, Liberty Broadcasting System; L. C. McEvoy, in charge of broadcasting, American League; Mr. Richards, as NARTB staff representative.

The labor meeting will be directed by Harold Essex, WSJS Winston-Salem, N. C., NARTB District 4 director. Board monitors will be Kenyon Brown, KWFT Wichita Falls, Tex., District 13 director-elect, and Harold Wheelahan, WSMB New Orleans, District 6 director.

Panel participants include Phil Lasky, KSFO San Francisco; Ernest de la Ossa, NBC director of personnel; A. Frank Reel, AFRA executive secretary, and Lawson Wimberly, assistant to the international president, IBEW. Richard P. Doherty, NARTB employe-employer relations director, will be staff representative.

Annual Radio Pioneers dinner will be held Tuesday at 7 p.m. Speakers will be Sen. Estes Kefauver (D-Tenn.) and Brig. Gen. David Sarnoff, RCA chairman of the board. H. V. Kaltenborn, founder of Radio Pioneers, will preside. The organization will honor the memory of Guglielmo Marconi, radio inventor, by naming him to the Radio Hall of Fame.

Chairman of the dinner is William S. Hedges, NBC vice president. Frank E. Mullen, chairman of the board, Jerry Fairbanks Inc., and consultant, is president of the Pioneers.

'How to Sell FM'

The Wednesday morning session will be devoted to FM. Mr. Lindsay will be chairman of a panel, "How to Sell FM." Taking part will be Raymond Green, WFLN (FM) Philadelphia, on the value of research in FM selling; Josh Horne, WFMA (FM) Rocky Mount, N. C., on selling FM to networks; Michael R. Hanna, WHCU Ithaca, N. Y., on FM networking; Robert J. Dean, KOTA Rapid City, S. D., on building and selling FM.

Mr. Pellegrin will be chairman of a panel on "FM's Specialized Services." Taking part will be Stanley Joseloff, president, Storecast Corp. of America, for storecasting; Howard Lane, director of broadcasting, Field Enterprises, for functional music; Hulbert Taft Jr., president, Radio Cincinnati Inc., for transit radio.

Chairman of a panel titled "Progress Report on FM and Its Prospects for the Future" will be Everett L. Dillard, WASH (FM) Washington. Taking part will be Leonard Marks, attorney; M. S. Novik, consultant; Henry W. Slavick, WMCF Memphis and a representative of Radio-Television Mfrs. Assn.

FCC Chairman Wayne Coy will deliver his annual address to the industry at the Wednesday luncheon. Judge Miller will preside.

Two parallel programs are slated Wednesday afternoon, dealing with radio research and legislation.

Clyde W. Rembert, KRLD Dallas, retiring District 13 director, will preside at the research session. Board monitors will be Robert T. Mason, WMRN Marion, Ohio, District 7 director-elect, and Craig Lawrence, WCOP Boston, District 1 director-elect.

Participants Listed

Participants will be Henry P. Johnston, WSGN Birmingham, president of Broadcast Audience Measurement Inc.; C. E. Hooper, of C. E. Hooper Inc.; A. C. Nielsen, of A. C. Nielsen Co.; Sidney Roslow, The Pulse Inc.; James W. Seiler, American Research Bureau. Dr. Kenneth H. Baker, NARTB research director, will be staff representative.

Legislative panel chairman will be Paul W. Morency, WTIC Hartford. Board monitors will be William B. Quarton, WMT Cedar Rapids, District 10 director, and Frank U. Fletcher, WARL Arlington, Va., FM director-at-large. The list of participants includes Frank M. Russell, NBC Washington vice president; Carl George, WGAR Cleveland, and F. C. Sowell, WLAC Nashville. Mr. Hardy, will be NARTB staff representative.

A business session for NARTB active members is scheduled at 4:30 p.m.

The annual banquet will be held Wednesday night in the grand ballroom.

The theme for Thursday, Television Day, is "The Year Ahead." Mr. Thomas will preside as chairman of the NARTB Television Board.

Harold Hough, WBAP-AM-TV Fort Worth, will be chairman of a session on building and keeping audience. Mr. Hough was chairman of the Jan. 19 meeting in Chicago at which TV stations decided to organize under the NARTB roof.

Participants in a panel on sports

(Continued on page 28)

HOWARD LALLY (l), appointed to the newly-created position of director of food broker contacts for WCBS New York, is welcomed to the station by Don Miller (c), sales manager, and Manager G. Richard Swift.

Surprise, Surprise

HIS NAME will not appear on the agenda, but Sen. Dudley J. LeBlanc, confessed inventor of Hadacol, is set to perform at the NARTB convention the afternoon of April 16.

The Senator's appearance will be in the nature of a strenuously-rehearsed *ad lib*. Efforts of a committee of southern broadcasters to install him respectably on the agenda (and of a larger representation of other broadcasters to keep him off) resulted in a compromise.

At the conclusion of the convention's opening day business schedule, it is proposed to introduce the Senator from the floor. The Senator will take it from there.

No. 1 IN THE FIVE POINT SYSTEM OF PROGRAMMING EVALUATION—

News

IN IOWA, WHO IS THE PREFERRED NEWS STATION

In every Iowa Radio Audience Survey from 1938 to 1950, inclusive, the vast majority of all Iowa men and women have ranked NEWS at the top of their "most-liked programs" list. In 1949, when the study below was tabulated, News was first choice for 72.6% of all women, 79.0% of all men surveyed. In 1950, the preference went up to 76.1% for women, 82.9% for men.

STATIONS PREFERRED FOR NEWSCASTS
(Percentages based on number who usually listen to news during the period named)*

Usually Listen to Station:	Morning News	Noon-time News	Supper-time News	Late Evening News
WHO	44.5%	47.3%	47.6%	50.6%
"A"	12.1	11.0	11.3	11.5
"B"	4.8	2.7	3.2	4.0
"C"	4.0	3.2	2.9	1.3
"D"	3.9	2.6	2.7	2.8
"E"	3.9	4.9	6.0	9.7
"F"	2.9	2.9	3.4	3.9
"G"	1.7	1.5	1.6	0.2
"H"	1.7	2.4	2.6	1.8
"I"	1.7	2.4	2.5	2.4
"J"	1.5	1.9	1.1	0.8
"K"	1.3	1.6	1.3	1.2
"L"	1.2	0.5	0.7	1.0
"M"	1.2	1.2	0.1	**
"N"	1.0	1.8	2.0	1.8
"O"	0.7	1.2	0.9	0.3
"P"	0.7	1.2	1.1	0.8
All others	11.2	9.7	9.0	5.9
	100.0	100.0	100.0	100.0

*Figures have been weighted for correct proportions of men and women living in urban, village and farm homes. **Less than one-tenth of one per cent of all stations named.

In Iowa, more people like *News* than like any other type of radio program—and more people prefer WHO News to that of any other station.

This is Point One in the Five-Point System of Programming Evaluation, which helps explain WHO's outstanding position as a public facility and as an advertising medium, in Iowa Plus. We suggest your consideration of this and the other four points as vital factors in time-buying.

WHO
+ for Iowa PLUS +
Des Moines . . . 50,000 Watts
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager

FREE & PETERS, INC.
National Representatives

Radio Dwarfs TV

(Continued from page 15)

was substantially more than that for TV: $19,400 for radio, $16,450 for TV, including time and talent. This cost difference primarily was due to the unavailability of full network coverage for most TV programs, which covered time costs.

(3) Median radio program reached *128% more* homes than median TV program when Nielsen ratings for median radio and TV programs were applied to actual coverage.

(4) Thus, combining total costs with the homes reached by each of these media, this study revealed that the median half-hour evening radio program was 93% more efficient, in terms of homes reached per dollar expended, than its TV counterpart. Projection of these same ratings and costs to the February 1951 radio and TV base, showed that radio still is 75% more efficient.

Radio Median

"This investigation . . . further revealed . . . that in December 1950 there was only one program in all of television (Milton Berle) which reached more homes than the 3.9 million that were reached by the median half-hour evening radio program," Mr. Miller continued.

In computing the number of homes reached by radio and TV, no allowances were made for differences which may exist between the viewers-per-set on TV and the listeners-per-set on radio. Yardstick used in current calculations (3.2 viewers per TV program and 2.3 listeners per radio program) lessened the difference between radio and TV home contacts, but radio would still reach more people than television, he asserted.

Viewers Decline

Studies in audience composition indicated the average number of TV viewers per set has been on the decline, he said. Probably this was to be expected, he noted, since as the number of TV sets expands and novelty wears off, there would tend to be less visiting of neighbors and relatives.

Turning to the impact value of radio and TV commercials, the "$64 question," he went on, was how much additional value was to be given the impact of sight and sound via TV, as compared to sound only over radio.

One theory weighted the value on a 2-1 basis, assuming that human senses are of equal value. "I won't say that this theory is right or wrong. I do know, however, that one of the biggest advertisers in the country, who uses both radio and television to advertise its products, accepts a 2:1 ratio, but a 3:1 relationship," he continued.

Under the 3:1 weighting, he pointed out, despite the previously-noted 93% greater dollar efficiency of radio over TV, the latter (so weighted) would be more efficient. Under a 2:1 ratio, efficiency of each medium would be virtually the same.

Warning that his remarks applied to the national aspects of the two media, and that different situations would exist in particular localities, Mr. Miller said that "there are many more aspects regarding radio and television which need examination, and even re-examination."

Named CD Chairman

HUDSON C. MILLAR Jr., owner and general manager of WKUL Cullman, Ala., has been named by civic officials as chairman of civilian defense for that city. Prior to buying WKUL two years ago, Mr. Millar was with Kraft Foods Co., the Fred M. Reast agency and Kenyon & Eckhardt. In accepting his appointment as CD chairman, Mr. Millar pointed out that although Cullman is a small city, it may be necessary to assist nearby Birmingham, which has been listed as a probable target in the event of an atomic attack.

Mr. Millar

Convention Attendance

(Continued from page 26)

and TV will be Rear Adm. T. J. Hamilton, director of athletics, U. of Pittsburgh, and chairman of the Television Committee, National Collegiate Athletic Assn.; Davidson Taylor, NBC general production executive, and a representative from professional baseball.

Chris J. Witting, DuMont TV Network general manager, will be chairman of a session on morning programming. Taking part will be R. E. Dunville, WLWT (TV) Cincinnati; U. A. Latham, WKRC-TV Cincinnati, and M. C. Watters, WKRC-TV Cincinnati.

George T. Shupert, vice president of Paramount Television Productions, will be chairman of a panel on use of film, supported by Charles R. Brown, director of TV sales, Bing Crosby Enterprises.

One of the luncheon features will be presentation of awards to stations winning the NARTB "profitable program" contest. Robert D. Swezey, WDSU-TV New Orleans, NARTB-TV director, will preside at the luncheon.

Clair R. McCollough, WGAL-TV Lancaster, Pa., will conduct an afternoon panel on operating costs. Flanking him will be Lee B. Wailes, operating vice president of Fort Industry Co., and Sarkes Tarzian, WTTS and WTTV (TV) Bloomington, Ind.

John M. Outler Jr., WSB-TV Atlanta, will speak on "Successful Selling." An NARTB-TV business session will be conducted by Mr. Thomas.

Final TV feature will be a panel titled "The Big Thaw" with E. K. Jett, WMAR-TV Baltimore as chairman. FCC representatives will take part, along with Dr. T. T. Goldsmith, research director, Allen B. DuMont Labs.; Raymond F. Guy, manager of radio and allocations engineering, NBC, and Glen McDaniel, president, Radio-Television Mfrs. Assn. This panel will wind up the week's activities.

Engineering Conference delegates have been urged to attend the Defense Mobilization Roundtable Monday morning. Actual conference proceedings open Tuesday morning, lasting until Wednesday evening. Engineering delegates will be eligible to attend the Tuesday Radio Pioneers Dinner and the Wednesday banquet.

Orrin W. Towner, WHAS Louisville, will preside at the Tuesday morning technical session. These papers will be read: "Maximum-Economy Television Broadcasting," by Carl Lee, WKZO Kalamazoo, Mich., and Martin Silver, Federal Telecommunication Labs; "A 5 kw UHF Television Transmitter," by Howard M. Crosby, General Electric Co.; "Video Switching for Television Stations," by John Brush, DuMont Labs; "A Discussion on the FCC Television Allocation Priorities," by Bernard C. O'Brien, WHEC Rochester.

E. M. Johnson, MBS vice president and chief engineer. will preside at the afternoon meeting. Papers include: "Transmitter Maintenance in an Emergency Period," by an RCA Service Co. representative; "Remote Operation of Broadcast Transmitters," by George Chandler, CJOR Vancouver, B. C.; "Trends in Audio Equipment," by W. Earl Stewart, RCA; "Groundwave Field Strength Variations With Temperature," by Stuart L. Bailey, Jansky & Bailey; "Recording Co-Channel Skywave Interference," by Mal P. Mobley, KMPC Hollywood.

Ebel to Preside

A. James Ebel, WMBD Peoria, Ill., will preside Wednesday morning. Program includes: "Improved Single System Photography for Television," by John Battison, *Tele-Tech;* "Results of the RCA-NBC Ultra High-Frequency Projects in the Bridgeport, Conn., Area," by Raymond F. Guy, NBC; "Television and Television Networks," by Dr. M. E. Strieby, AT&T; "New Equipment Designs for AM Stations," by Jack Young, RCA.

John H. DeWitt Jr., WSM Nashville and NARTB director-at-large for large stations, will preside Wednesday afternoon. The agenda: "A New High Gain UHF Television Antenna," by Lloyd O. Krause, General Electric Co.; "Flying Spot-Scanner Signal-to-Noise Ratio," by A. J. Baracket, Federal Telecommunications Labs; "Basic Labor Relations Problems for Engineers," by Richard P. Doherty, NARTB employe-employer relations director. "Ancillary Services of FM," by John V. L. Hogan, Hogan Labs; "A Modern 35 kw Shortwave Broadcast Transmitter," by J. L. Hollis, Collins Radio Co.

WE'VE GROWN UP NOW
(and HOW we've grown!)
AND CAN STAY ON NIGHTS

WJPG
THE RADIO SERVICE OF THE GREEN BAY PRESS-GAZETTE
GREEN BAY WIS

GREEN BAY, WISCONSIN

will soon expand its unique and sensationally successful service in this

Ideal Test Market

SOON TO BE DAY AND NIGHT

Our Listeners Stay Tuned To Us
Because We Stay Tuned To Them.
We Know This Market.

"More Reasons to Listen, Oftener"

GET THE STORY
FROM DEVNEY, OUR REP. NEW YORK

Learn Now About New Night Hour Attractions, Availabilities.

WAGE

SYRACUSE

announces the appointment of

The O. L. Taylor Company

as exclusive national sales representatives

effective May first.

WAGE

SYRACUSE, N. Y. **ABC** **5000 WATTS**
620 KC.

WILLIAM T. LANE, General Manager - AARON BECKWITH, General Sales Manager

Play Ball!

(Continued from page 17)

tions. It is carrying New York Yankee games on radio via a nine-station network. Philadelphia Phillies and Athletics games will be carried on Pennsylvania hookups, with TV versions spread among three stations. Baltimore Orioles games will be carried on one Baltimore radio outlet and one TV station. The Pittsburgh Pirates schedule will be broadcast on a score of stations.

Besides these, Atlantic will co-sponsor games of the new Salisbury, Md., minor league team in the Inter-State League, using WBOC Salisbury, and WCEM Cambridge, Md.

Washington Senators' games, already taken by Heurich Brewing Co., Washington, on WTTG (TV) and WWDC Washington [BROADCASTING • TELECASTING, Jan. 22] will also be carried by WOOK-FM Silver Spring, Md., which plans to feed all games to an AM network that includes WSID Essex, WARK Hagerstown, WHVR Hanover and WDYK Cumberland, all Maryland; WANT Richmond, Va.; and WEPM Martinsburg, W. Va.

Many stations have been giving intense coverage to spring training activities of the major league clubs. Sportscasters have recorded interviews and comments, with TV stations carrying film stories of the pre-season games.

Many novel promotional tricks are being used by broadcast and television stations. These will be catalogued during the season with the thought that an expanded promotion program can be developed for the 1952 season.

For example, WXRA Buffalo, introduces major league baseball to Western New York on a regular basis with a gigantic parade. WXRA sponsors are Atlantic Refining Co. and Ballantine beer. New York Yankee games will be broadcast, with other clubs when the Yanks are idle or playing at night.

WAAM (TV) Baltimore is carrying a six-week series of major league films, running into late April. Films were made available by the Baltimore Orioles, local International League club.

Similar promotion stunts are being staged all over the nation.

At the NARTB's Tuesday afternoon meeting a number of leading sports figures will join a panel discussion on the broadcast-telecast problem. Among those taking part will be Mr. Brescia and Mr. Trautman, representing the minor leagues; L. C. McEvoy, in charge of broadcasting and television for the American League and Barton R. McLendon, Liberty's board chairman. C. L. Jordan, executive vice president of N. W. Ayer & Son, has been invited to take part.

Representing broadcasters will be Merrill Lindsay, WSOY Decatur, Ill., NARTB District 9 director-elect, serving as panel chairman; Patt McDonald, WHHM Memphis, small stations director, and Glenn Shaw, KLX Oakland, District 15 director. Mr. Richards will participate as NARTB's baseball promotion coordinator.

A representative of professional baseball is slated to take part in the Thursday TV convention session, with the topic "Sports & Television — Their Future Relationships." Davidson Taylor, NBC general production executive, and Rear Adm. T. J. Hamilton, U. of Pittsburgh athletic director and chairman of the Television Committee, National Collegiate Athletic Assn., will take part.

National League

Summary of the National League's baseball activities follows:

New York Giants (radio)—WMCA and 20 stations of Giants Baseball Network, full schedule of 154 games sponsored by Liggett & Myers Tobacco Co. for Chesterfield.

New York Giants (television) — WPIX-TV and WABD (TV), DuMont Network, all home games, sponsored by Liggett & Myers for Chesterfield.

Pittsburgh Pirates (radio)—Sponsored by Atlantic Refining Co. and Sealtest on alternate days on WWSW Pittsburgh and regional network, 154 games.

St. Louis Cardinals (radio) — All games on WIL St. Louis. Sponsored last year by Griesedieck Brewing Co.

Philadelphia Phillies (radio)—Atlantic Baseball Network of 24 stations from WPEN, sponsored by Atlantic, Ballantine's beer and Supplee-Sealtest, all games; Ballantine, one day; Atlantic and Supplee-Sealtest sponsor 4½ innings each for two days.

Philadelphia Phillies (television)—WPTZ (TV), 11 Saturday games; WCAU-TV, all Sunday games; WFIL-TV, all weekday games and remaining Saturday games; also reported but not definitely ordered are WDEL-TV Wilmington, Del., and WGAL-TV Lancaster, Pa., for Saturday games. Sponsorship—Ballantine and Atlantic Refining, all day but no night games, though Phillies may be willing to talk about night telecasts.

Boston Braves (radio)—WNAC and 30 stations of Yankee Network plus WIRY Plattsburg, N. Y., all 154 games sponsored by Ballantine.

Boston Braves (television)—WNAC-TV and WBZ-TV, 45 day games, 14 night games.

Brooklyn Dodgers (radio)—WMGM New York, sponsored by Schaefer Brewing Co.

Brooklyn Dodgers (television) — WOR-TV New York, sponsored by Schaefer Brewing Co.

(Other stations in outer market will be used but list is indefinite at this time.)

Chicago Cubs (radio)—WIND Chicago, sponsorship of all 154 games by Liggett & Myers plus Midwest Baseball Network of 40 stations.

Chicago Cubs (television)—WGN-TV. Last year all home games were sponsored by Peter Hamm Brewing Co. and Atlas.

Cincinnati Reds — No report has reached NBL headquarters. Last year Burger Brewing Co. sponsored all games on WCPO.

American League plans follow:

Chicago White Sox (radio)—WJJD carrying all daytime games under sponsorship of Goebel Brewing Co., WCFL all night games, home and road, sponsored by Sinclair Refining Co.

Chicago White Sox (television) — WGN-TV, daytime home games, sponsored by American Vitamin Assn.

St. Louis Browns (radio)—Falstaff Brewing Co. sponsoring on KWK.

St. Louis Browns (television)—Falstaff sponsoring limited number of games on KSD-TV.

Detroit Tigers (radio)—WJBK carrying all home and road games, Goebel Brewing Co.

Detroit Tigers (television)—WWJ-TV carrying certain weekday afternoon games under Goebel sponsorship.

Cleveland Indians (radio)—WERE carrying home games under sponsorship of Standard Brewing Co.

Cleveland Indians (television) — WXEL (TV) carrying home games under Leisy Brewing Co. sponsorship.

Washington Senators (radio) — WWDC and WOOK-FM, home and road games, jointly sponsored by Heurich Brewing Co. and Sinclair Refining Co.

Washington Senators (television)—WTTG-TV, 21 home games, same sponsorship; others in negotiation.

Philadelphia Athletics (radio) — WIBG and network, home and road games, sponsored by Atlantic Refining Co., Ballantine and Supplee-Sealtest.

Philadelphia Athletics (television) —Split about evenly among WCAU-TV, WFIL-TV and WPTZ (TV), sponsored by Atlantic Refining and Ballantine.

New York Yankees (radio)—WINS and network, sponsored by Atlantic Refining, Ballantine and General Cigar.

New York Yankees (television) — WABD (TV), daytime home games, and WPIX (TV), day and night games, both by Ballantine.

Boston Red Sox (radio)—WHDH and network, home and road, sponsored by Atlantic and Narragansett Brewing Co.

Boston Red Sox (television)—WBZ-TV and WNAC-TV, alternating, with feed to WJAR-TV Providence, same sponsorship.

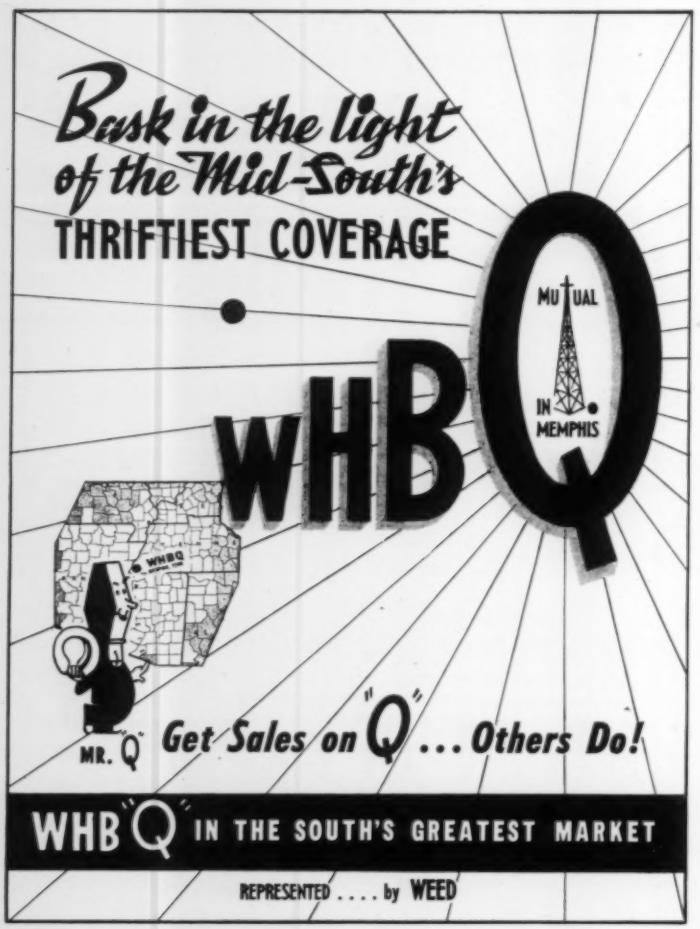
HARVEY CASE

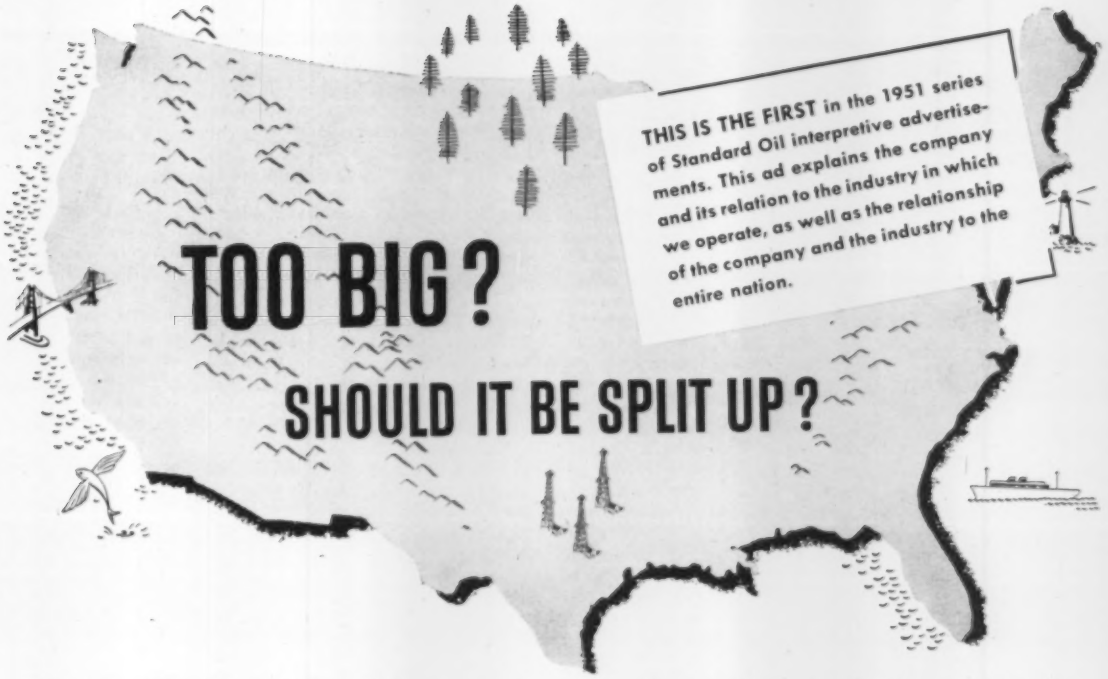
Grand Jury Fails to Indict

CHICAGO's Federal Grand Jury Wednesday failed to indict ABC Commentator Paul Harvey, who reportedly entered the Argonne National Lab atomic workshop Feb. 6 without official authorization [BROADCASTING • TELECASTING April 2, March 26]. The government, through U. S. Attorney Otto Kerner Jr., asked an indictment after Mr. Harvey's arrest on the Argonne grounds. The government's case was presented in testimony of several witnesses before the Grand Jury last week and the week before.

Mr. Harvey, who broadcasts locally for WENR-AM-TV, ABC stations, and on the ABC network, reportedly entered the security area to expose "lax conditions" in plant guarding procedures to his radio and television audiences. He said, after the favorable opinion of the jury, "it's still the land of the free. I am extremely grateful."

Panel members, instructed not to discuss the case with newsmen, were understood to have given a favorable vote that was "not close," although a few hours before the decision was announced Mr. Kerner said "I wouldn't bet which way the case would go."





THIS IS THE FIRST in the 1951 series of Standard Oil interpretive advertisements. This ad explains the company and its relation to the industry in which we operate, as well as the relationship of the company and the industry to the entire nation.

TOO BIG?

SHOULD IT BE SPLIT UP?

Of course these are silly questions.

One of the best things about the United States is that it *is* big—big enough to supply the needs of 151,000,000 Americans, and of many other millions the world over who are semi-dependent on American production.

And yet some men in this big country are critical of bigness.

"Big Business" is their special target. They have urged that some of America's leading business organizations be split up, on the grounds that these companies are "too big" to serve the public interest.

They forget that it was the public's freedom of choice that made these businesses big. They forget that the ability of business to handle big jobs is what helps America in war and serves America in peace.

Companies stay big because millions of customers keep them big. The same people who helped make any business big can make it small again, if they find more satisfaction in buying the products and services of its competitors.

In this country, a company's bigness is one of the best proofs of its usefulness.

The United States is not the biggest country in the world, but it is one of the biggest. It has the highest standard of living for the greatest number, because Americans have always been free to produce for themselves and for each other. God gave us a rich land; competitive effort has made it richer. The United States has grown because its people have always believed in bigness, not as an end in itself but as a natural result and reward of worthy effort.

The petroleum industry is not the biggest industry in America, but it is one of the biggest. It contains many thousands of separate companies, large and small, competing with each other to serve you by steadily making petroleum more useful. The petroleum industry has grown big because it helps satisfy Americans' desire to live better. Military leaders say that the American petroleum industry's size and vigor have twice proved indispensable in war.

Our company is not the biggest company in the petroleum industry, but it is one of the biggest. From small beginnings, we and our subsidiary companies have grown into an integrated organization of more than 46,000 employees, working together to serve you. We have over 96,000 owners. We have millions of customers, all of them free to buy from our competitors. It is they who make us big—and we can stay big only as long as we serve them well.

STANDARD OIL COMPANY (INDIANA)

NEW C&W PITCH

Now Say It With Flowers

AMERICA'S gardens, through the magic of radio and the exciting salesmanship of Messrs. Harold Cowan and Ralph Whitmore, of Los Angeles, can be transformed into a veritable blaze of glory for the modest sum of $1.

These entrepreneurs, who have been rendezvousing with a Federal Grand Jury as a result of early-winter mail-order projects, now propose to utilize radio's sales appeal to flood the nation with gladiolus bulbs.

Prior to the Christmas holidays the Los Angeles promoters are credited with having sold $1 ornament kits to an estimated 250,000 buyers. When customer reaction to the kits threatened to unseat Santa Claus from his arctic throne, postal officials and the grand jury became interested.

Newest C&W offer promises listeners 100 gladiolus bulbs and 100 bulblets for $1, with money back guarantee and postage paid. This modest price compares with the 75-cent price of a dozen top-grade mixed gladiolus bulbs at a typical garden supply store.

Early last week most of the stations in North Carolina received a pitch from the Los Angeles agency, operating under the firm name Cowan & Whitmore Adv. Agency. Some of the offers proposed to pay the stations from $36 to $45 a day for two weeks and then continue on a "till forbid" basis. In return the station would provide a half-hour a day, seven days a week. The half-hour would be split into three 10-minute periods, at the half-hour rate.

Pays Postage

The agency asked that offers be air-mailed each day, offering to pay postage. A night letter would be sent collect each Friday indicating the total number of orders received for the week.

The 10-minute periods would be spread among day disc-jockey programs.

Bulbs would be supplied by Paradise Gardens, Grants Pass, Ore., according to the offer.

North Carolina Assn. of Broadcasters received many complaints from stations, many of which are still smarting from stings of the Christmas tree ornament campaign. The stations said the offers were made by Harold Cowan, representing Cowan & Whitmore Adv. Agency, 1213 N. Highland Ave., Los Angeles 38, Calif.

One large station representative firm notified its clients it was not quoting its clients to the West Coast agency.

This firm added that it was not quoting its clients in connection with offers from Mt. Ranier Bulb Co., Northwest Radio Advertising Co., Canterbury Gardens, Gladiolus Gardens and The Tulip Man, in the Seattle, Wash., area.

Last week Messrs Cowan and Whitmore, partners in the mail-order agency, filed motion with Federal Judge Leon R. Yankwich to dismiss 17 counts of mail fraud. Earlier they had entered not guilty pleas to the counts, following indictment by a grand jury [BROADCASTING • TELECASTING, April 2, March 26, 12].

The motion was presented by the defendants through their attorney, Charles H. Carr. It also asks for a bill of particulars. Judge Yankwich took the motion under advisement and gave the U. S. attorney 10 days to file an answer.

Indicted Last Month

Messrs. Cowan and Whitmore were indicted March 2 by a Federal Grand Jury in Los Angeles for the Christmas tree ornament deal. Postal inspectors and U. S. Attorney Ernest A. Tolen started an investigation when large numbers of stations were swamped with complaints that the ornaments were merely printed pieces of cardboard. Furthermore, many persons told stations they had received nothing for their money.

The two partners are now free on $2,500 bail each.

ENTIRE WBEL Beloit, Wis., staff volunteered as blood donors during visit of Red Cross Bloodmobile.

WCTA	KVVC	WWNS	WHOP	WMIS
WJLD	KGLW	WLET	WOMI	WHOC
WEBJ	KRLN	WTWA	WIKC	WELO
WKLF	KOKO	WVOP	WIHL	WQBC
WKUL	KUBC	WAYX	KWCJ	WROB
WMSL	KVRH	WRLD	KSLO	WAZF
WXAL	KGEK	KGEM	WAGM	KDMO
WOOF	KCRT	KBIO	WASA	KCHI
WULA	WDHL	KIFI	WOCB	KREI
WMFT	WTAN	KRPL	WATZ	KWOS
WGWD	WCNU	KEIO	WGRO	KMMO
WBHP	WINK	KPST	WATT	KNEM
WWWB	WJVB	KSPT	WHDF	KWOC
WJHO	WKWF	KLIX	WTVB	KTTR
WFEB	WLBE	KWAL	WDBC	KSGM
WHTB	WNER	KWEI	WMRP	KDRO
WTBF	WTMC	WMRO	WIKB	KWPM
WTBC	WDLP	WBYS	WJMS	KBMY
KCLS	WPLA	WROY	WKLA	KXLO
KTYL	WTRR	WEBQ	WMBN	KPRK
KVRC	WTNT	WJPF	WHLS	KRJF
KAMD	WGAU	WKAI	WTCM	KIYI
KGRH	WMGR	WTOM	KBZV	KGCX
KXJK	WMOG	WTRC	CKFI	KJSK
KHOZ	WLBB	WTCJ	WSHB	KHAS
KFFA	WBHF	KSIB	WGCM	KGFW
KXAR	WGAA	KARE	WROX	KBRL
KWFC	WMJM	KGNO	WCJU	KODY
KBTM	WMOC	KTSW	WCBI	KRAM
KDRS	WBLJ	KTUL	WCMA	KATO
KOTN	WMLT	KAYS	WJPR	WMOU
KXRJ	WTJH	KWHK	WGRM	WLNH
KWAK	WSGC	KIND	WNAG	WSNJ
KCVR	WGGA	WLBJ	WFOR	KSVP
KMBY	WKEU	WCTT	WKOZ	KWEW
KRRL	WBGR	WZIP	WAML	KCHS
KVEC	WMVG	WHIR	WAPF	KGFL
KSMA	WLAQ	WHLN	WMOX	KTNM

*TIME BUYERS MAKE A STRATEGIC HIT TOO... WHEN THEY BUY THE TREMENDOUS PURCHASING POWER OF KEYSTONE'S SMALL TOWN & RURAL MARKETS!

KBS

FTC WARNING *Hits Medicinal Preparation Firms and Agencies*

MANUFACTURERS and distributors of medicinal preparations and their advertising agencies last week were advised to "rid the house" of those firms which misrepresent their products on the air and in published advertisements.

This warning was voiced in a statement issued by Comr. John Carson of the Federal Trade Commission, who also served notice that "hereafter advertising agencies will be cited in every case when the facts warrant such action."

Order to Carter

Comr. Carson's statement, authorized by the full commission, accompanied a cease-and-desist order directed at Carter Products Inc., New York. It called on the firm to stop dissemination of broadcast and published ads containing the word "liver" in the trade name of its product. FTC held that Carter's Little Liver Pills "have no therapeutic value in the treatment of any condition, disorder, or disease of the liver."

Repudiating claims of certain firms which are cited by the commission for allegedly false advertising practices, Comr. Carson asserted:

The commission is not opposed to "advertising." Nor is any commissioner or employe of the commission opposed to "advertising." No rational man is opposed to "advertising" or to any other legitimate form of merchandising. . . . Nor is the commission opposed to "self-medication," as was contended. Nor is it opposed to the manufacture and sale of laxative compounds when the consumer is warned and assured of protection against fraud or against any condition or practice which would be inimical to his health or which would result in the pilfering of his pocketbook . . .

The complaint against Carter Products originally was filed in 1943. The firm has used several spot announcement campaigns on as many as 450 radio stations. Also cited was the advertising agency, Street & Finney, which was "equally culpable of the unlawful practices involved," according to Comr. Carson.

Under terms of last week's order, the company no longer will be permitted to (1) use the word "liver" in advertisements, (2) claim these pills affect the liver, (3) tell the consumer the pills are unqualifiedly safe, and (4) influence the customer to believe that taking the product will gain him relief other than that temporarily afforded by laxation.

"The commission has included advertising agencies in orders on some occasions," Comr. Carson noted, "and on others it has not done so. The commission will be asked to instruct its staff that hereafter . . . agencies will be cited in every case when the facts warrant such action."

Injunctive Procedure

Comr. Carson also reaffirmed FTC's declared plan to use more extensive injunctive procedures in certain instances, such as in the recent Imdrin case [BROADCASTING • TELECASTING, March 26, 5], on grounds that "the day of judgment and penalty must be brought nearer to the day of commission of fraud."

HIT BMB

La. Assn. Cite Inaccuracies

A RESOLUTION striking at Broadcast Measurement Bureau survey was passed by the Louisiana Assn. of Broadcasters meeting in Lafayette, La., March 31.

Directed to advertisers and agencies, the resolution read:

Whereas, many stations in Louisiana feeling that because of the change in facilities during the time and since the time the last BMB survey was made

And whereas, because of these facility changes the stations feel that the results of the survey do not necessarily reflect the true picture of listening in various markets in the state of Louisiana today,

And whereas, many advertising agencies and advertisers base the placing of their schedules on the BMB survey which is not an accurate picture of the listening habits today,

Now, therefore, be it resolved that the Louisiana Assn. of Broadcasters at Lafayette, La., March 30-31, 1951, go on record as calling these inaccuracies to the attention of advertisers and advertising agencies, and requesting that they include authentic information furnished by individual station rather than the BMB in determining the placement of their schedules.

A STRATEGIC HIT!*

Leading National, blue chip advertisers are discovering every day that KEYSTONE'S affiliated stations produce results when you want to reach the high purchasing power of the small town and rural markets! And, according to BMB studies, these small home town stations produce the highest listener-loyalty.

The Keystone Broadcasting System has more than 400 Stations ready to take you into this tremendous market . . . RIGHT NOW! And there's not a single KBS station located in a TV-station city . . . KBS is beyond effective TV!

Write today for information on the only established and growing Transcription Network . . . where one *order only* buys an attractive and productive package!

KEYSTONE BROADCASTING SYSTEM, INC.
580 Fifth Ave., New York, N. Y. • 134 N. LaSalle St., Chicago

WMBO	KWCO	WMRA	KPET	WPUV
WWSC	KSEO	WKDK	KHIT	WHLF
WHUC	KASA	WRHI	KFRO	WLPM
WJOC	KTAT	KDSJ	KRBA	WAYB
WICY	KTJS	KGFX	KMHT	WINC
WALL	KTMC	KWAT	KJBC	KXRO
WSLB	KHBG	WLAR	KORC	KELA
WHDL	KVLH	WJZM	KVKM	KCLK
WNBZ	WBBZ	WKBM	KOSF	KWLK
WABZ	KWIN	WHUB	KRIG	KSEM
WBBB	KAST	WDSG	KNET	KGY
WEGO	KBKR	WHBT	KIUN	KONP
WCKB	KBND	WIRL	KVOP	KWWB
WCNC	KWRO	WDXI	KTAN	WCFC
WBBO	KRUL	WIBK	KDWT	WHAR
WFVG	KASH	WGAP	KSST	WDNE
WGNC	KLBM	WMMT	KXOX	WLOG
WHNC	KGAL	WNAH	KTEM	WAJR
WHKP	KMCM	WTPR	KTFS	WLOH
WHPE	KOCO	WJIG	KTLW	WRON
WLOE	KODL	WENK	KVOU	WRRW
WJRI	KTIL	KVLF	KVWC	WHAW
WBUY	WISR	KRUN	KVIC	WATW
WTSB	WCDL	KIOX	KVNU	WLDY
WMAP	WLXW	KRCT	KOPP	WDLB
WFRC	WESA	KNEL	KOAL	WIGM
WCBT	WHUN	KSTB	KJAM	WIBU
WCEC	WDAD	KWHI	WSYB	WRJN
WSTS	WMCK	KBWD	WTWN	WOBT
KDLR	WKRZ	KAND	WKEY	WTTN
KDIX	WMAJ	KDNT	WSVS	KSPR
KNOX	WRJM	KELP	WCVA	KOVE
KOVC	WERI	KGAF	WFVA	KPOW
WMOA	WACA	KLUF	WBOB	KRAL
WJEL	WGCD	KGVL	WVEC	KVRS
KADA	WOLS	KSAM	WREL	KWYO
KWHW	WFGN	KEBE	WMVA	KWOR
KVSO	WLBG	KOCA	WNVA	

'VOICE' SLASH

Hill Group Votes Huge Fund Cut

PRESIDENT TRUMAN's request for a near $100 million outlay to finance "the final links in a ring of radio transmitters"—looking toward a worldwide network on behalf of the Voice of America—encountered stiff opposition on Capitol Hill last week.

An economy-minded House Appropriations subcommittee, headed by Rep. John J. Rooney (D-N.Y.), served notice that it would recommend a wholesale slash—possibly as high as 90%—in supplemental Voice funds for the construction project. The recommendations were to be submitted to the full committee last Friday.

The subcommittee was understood to have approved a sum of $9.5 million out of the $97.5 million originally proposed by the Chief Executive for 13 transmitter stations—in the U. S. and overseas—to complete the worldwide network deemed "essential to the security" of America. The total voted by the group would cover additional costs of construction already authorized by Congress.

At the same time there were these other developments:

● The Advisory Commission on Information was preparing a new report on the efficacy of Voice operation, which (1) cited the progress of the overseas radio campaign, and (2) proposed that the Voice remain within the jurisdiction of the State Dept.

● State Dept. officials revealed that the "Campaign of Truth" would be carried to the sea, with plans for operating ship-borne transmitters at strategic locations.

● Sen. William Benton (D-Conn.), strong radio shortwave advocate and Congressional guardian of the Voice, warned that a slash in Voice funds "would be extremely unwise."

● Harold Stassen, former governor of Minnesota and now president of the U. of Pennsylvania, lent his support to the position that the Voice should be divorced from the State Dept. and vested in an independent agency.

House Appropriations subcommittee members declined to be quoted by name as to their reasons for urging a cut in the Voice funds, but indicated some dissatisfaction with current operation of the U. S. radio arm and feeling that Voice funds offered the most feasible target for axing the federal budget.

The $97.5 million requested by the President was part of a third supplemental budget submitted to Congress for various government agencies and departments. Still pending before the House group is the 1952 regular budget, calling for an estimated $25 million for Voice radio operation [BROADCASTING • TELECASTING, March 12].

The Advisory Commission report was initially "revealed by Edward W. Barrett, Assistant Secretary of State for Public Affairs, on NBC-TV's *American Forum of the Air* April 1. It was confirmed during the week by close associates of Secretary Barrett.

Advisory Suggestions

The group, comprising NARTB President Justin Miller and four other prominent individuals, made its recommendations to Secretary Barrett. While they had not been officially released late last week, it was learned that the suggestions urge retention of the Voice within the State Dept. and implementation of plans for a worldwide network as urged by Brig. Gen. David Sarnoff, RCA board chairman, and other notable personalities [BROADCASTING • TELECASTING, July 10, 1950].

The report is the outgrowth of inspection tours made by James D. Shouse, Crosley Broadcasting Corp.; Judge Miller, and others, to Europe, Latin America and other points.

Use of transmitters at sea was disclosed to the House subcommittee last month during closed hearings on the President's supplemental fund request. It was officially released last week for the first time. Members of the group, in addition to Chairman Rooney, are Reps. Daniel Flood (D-Pa.), Prince Preston (D-Ga.), Fred Marshall (D-Minn.), Karl Stefan (R-Neb.) and Cliff Clavenger (R-Ohio).

The plan was outlined by Foy D. Kohler, chief, International Broadcasting Division, who revealed that transmitters would be "housed in a seagoing craft and can be operated in connection with shore antenna installations." He revealed that one project is ready for testing sometime in July following completion of arrangements with the Joint Chiefs of Staff. Operation would run about $200,000 a year, he estimated. Under current plans, four or five projects might be so operated, Mr. Kohler predicted, as a precaution if overseas bases should become unavailable.

As presented to the subcommittee, State Dept. plans call for an estimated $9,533,939 "to cover cost increases" and $88,966,061 to complete additional phases of the con-

(Continued on page 73)

CENTRAL OHIO FOLKS LIKE TO DRESS UP

WITH OVER $56 MILLION WORTH OF WEARING APPAREL ANNUALLY*

It's always an Easter Parade for Central Ohioans. They spend $56,242,000 annually on everything from shorts to shoes, hose to homburgs.

And the newest Hooperatings show WBNS with more of these Central Ohio listeners than any other station. In Columbus, WBNS has the highest percentage of listeners every night. Ask your John Blair man or write us for information. Dress up your sales charts, too, with WBNS.

*Source: Latest SRDS Cons. Mkts.

CENTRAL OHIO'S ONLY CBS OUTLET

WBNS PLUS WELD-FM Ask John Blair

POWER WBNS 5000 - WELD 53,000 - COLUMBUS, OHIO

WDAF • Kansas City

AUDIENCE INCREASE 109,500

RATE INCREASE NONE

Latest BMB study reveals that WDAF (Kansas City) has gained 109,500 radio families daytime and 93,770 radio families night time since the first survey was made. There has been no rate increase.

DAY	NIGHT
1949—738,810 Radio Families	1949—743,420 Radio Families
1946—629,310 Radio Families	1946—649,650 Radio Families
109,500 INCREASE	93,770 INCREASE

LEADERSHIP—

BMB reveals further that WDAF leads the next highest Kansas City station by more than 283,000 radio families.

For choice availabilities wire WDAF or ask your nearest Petry man.

WDAF

OWNED AND OPERATED BY THE KANSAS CITY STAR COMPANY

KANSAS CITY

5000 Watts – Full Time – 610 Kilocycles – Basic N.B.C.

NATIONAL REPRESENTATIVES: EDWARD PETRY & CO., INC.

WBAB DEMISE

FCC Asked to Reconsider; Petitioned for Relief

FCC has been asked to reconsider its action in putting WBAB Atlantic City off the air [BROADCASTING • TELECASTING, April 2]. Station, along with WBAB-FM, ceased operation March 28, after failure to resolve certain difficulties with the FCC relative to transfer of control from Press-Union Publishing Co. to The Bethlehems Globe Publishing Co.

In petition for relief filed last week, the Commission was asked, in the alternative:

(1) To designate the transfer application for hearing and authorize Press-Union to operate WBAB pending hearing and final decision, or

(2) To consider the transfer application as one for the license of WBAB and grant same.

Press-Union, publisher of Atlantic City *Press* and *Evening Union*, contracted in December 1950 to sell its papers and radio holdings to Bethlehems Globe, publisher of Bethlehem, Pa., *Globe-Times* and licensee of WGPA-AM-FM there. Price of $920,000 was set with sellers wishing to consummate the deal within 1950, feeling that the current capital gains tax of 25% might be increased in 1951.

Since FCC approval on station transfers usually is not so instantly obtained, Press-Union tendered "irrevocable proxies" to the buyers. Actual physical control was not transferred, however, purchasers said.

FCC in early March informed Press-Union that revestment of control was necessary before the application would be considered. Told it was impractical, FCC ordered the stations to cease operation.

Last week's petitions argued that Sec. 310 (b) of the Communications Act, which covers such transfers, was not violated and that the section does not include the word "ownership." It was held that with respect to corporate licenses, FCC consent is required only when there is "transfer of control" and that the "mere fact that rights to stock dividends passed to Bethlehems Globe did not result in a transfer of control." Petitioner pointed to past FCC rulings to back its contention that it can find "no case in which the Commission has held that mere ownership of stock necessarily vests control in the holder." It was pointed out that if the Commission adopted this "archaic" concept, parties would not have to worry in the future as to how they would contract their rights away as long as title and ownership remained with the people with the original FCC license.

Next, the petition argued that if there was a violation of the Act, it was not such as to support a finding that public interest will not be served by continued operation of WBAB by Press Union. Cited again were past FCC decisions wherein the Commission had held that such transactions had resulted in no hardship to the public, there was no injury to private rights and that there was no intent to violate the law.

Seeks STA

Petition declared that issuance of special temporary authority to Press Union, pending hearing and final decision, would be consistent with FCC actions in other cases. It was reiterated that this course was particularly appropriate since the violation, if any, is "purely technical" and had not adversely affected public interest.

Finally, petition argued that the application for transfer may be treated as an application for license. Pointing out that FCC rules do not contemplate such a situation as this, petitioner expressed the belief that there is no bar against consideration of the transfer application as a license request.

The alleged violation was not such as to disqualify Bethlehems Globe as a licensee, it was maintained, and "it is not necessary for the Commission to insist that the public be seriously injured pending the filing and processing of an application to construct something that has been legally constructed and the subsequent issuance of a license therefor."

PEGGY ROBERTSON

Editor's Wife Dies

MRS. MARGARET M. (Peggy) ROBERTSON, 45, of New York, wife of Bruce Robertson, senior associate editor of BROADCASTING • TELECASTING, died March 31 in The New York Hospital after an emergency operation for brain tumor.

Funeral services were conducted last Tuesday at Broadway Tabernacle Church in New York, with interment Friday at Fulton, Wis.

Mrs. Robertson was a daughter of the late James Mullenbach and Annie Towns Mullenbach. In addition to Mr. Robertson, survivors include three sisters, Mrs. William A. Moore, of Buchanan, Mich.; Mrs. Towns Chandler of Hollywood, and Mrs. Roy Miller of Chicago; and one brother, Philip Mullenbach of Washington.

WBA Convention

WISCONSIN Broadcasters Assn. will convene in Milwaukee tomorrow (Tuesday) for an all-day special session called by President Ben Laird, WDUZ Green Bay. Members will discuss pending state legislation concerning radio and television giveaways (see story this issue). Meeting will begin at 10:30 a.m. in the Plankington Hotel.

WSBT SELLS A MARKET THAT'S UP

The South Bend-Mishawaka trading area, always a rich and responsive market, is UP. This is the heart of the primary area that WSBT saturates—with listener ratings above network averages. The primary area is up in population from 1,577,900 to 1,798,000. Up in retail sales from $1,435,547,000 to $1,597,850,000 . . . In this important sales area, WSBT is the best loved voice—and the ONLY voice that covers the entire market. For bonus coverage, bonus listenership, bonus sales, it's WSBT—the bonus buy!

WSBT SOUTH BEND
5000 WATTS • 960 KC • CBS

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

Women in Lincoln, Omaha and Council Bluffs USE the SAME Umbrella

By RAYMOND BAUER
PRESIDENT
HOUSE OF BAUER
Lincoln, Nebraska

Originators of
"Candy that is capturing America by the bite"

Rain or shine—day or night, women living in Omaha, Council Bluffs, and Lincoln use the same umbrella—the great 50,000 watt umbrella of KFAB. That goes for ALL the women in the great Midwest Empire.

Listening habits determine buying habits. What the women in Omaha, Council Bluffs buy, is also bought by the women in Lincoln because they listen to KFAB. That is why advertisers who demand a low selling cost in ONE *big* market use KFAB.

KFAB is the only station which can deliver these 3 markets as ONE big market! Advertisers know that the 3 markets are ONE *big* market because many of the wholesalers serve all 3 cities with daily contacts to retail outlets. Specialty and missionary sales work is equally as easily handled. Shipping facilities are among the best! Thus, in using KFAB, where the women *"all use the SAME umbrellas,"* buying habits are formed at a low cost and marketing facilities are right.

This all adds up to reduced selling expenditures!

If you want to reach, with less effort and fewer dollars, the majority of women in the Midwest Empire, be *"umbrella-wise"* and buy KFAB, the Midwest Empire Station.

THE MIDWEST-EMPIRE STATION
1110 K.C.
KFAB
50,000 WATTS OMAHA BASIC CBS

Represented by FREE & PETERS Inc. – General Manager, HARRY BURKE

AAAA MEETING

Additional Speakers Set

ADDITIONAL speakers for the annual meeting of the American Assn. of Advertising Agencies, scheduled April 19-21 at the Greenbrier, White Sulphur Springs, W. Va., were announced last week.

The announcement covered agency men who will address open sessions April 20-21 (April 19 sessions will be closed). Lawrence L. Shenfield of Doherty, Clifford & Shenfield will preside at the open meeting April 20, and Robert D. Holbrook of Compton Adv. at the April 21 meeting.

Agency Speakers

Agency speakers for the two days will be William R. Baker Jr., Benton & Bowles, on "The New Role of the Advertising Council"; Sydney H. Giellerup, Marschalk & Pratt, on "Case Histories and Success Stories in the AAAA Examinations for Advertising"; Walter K. Nield, Young & Rubicam, on "Art Directing Grows Up"; George Reeves, J. Walter Thompson Co., on "New Development and Progress in Our Interchange on Objectionable Advertising"; Louis N. Brockway, Young & Rubicam, on "The Use of Starch Reports in Solicitations." Fairfax M. Cone, of Foote, Cone & Belding, who is chairman of the AAAA board, will address the concluding luncheon April 21.

Governors of the AAAA's six sectional councils and 14 local chapters will hold an all-day meeting at the Greenbrier April 18, preceding the annual meeting.

WELCOME MAT is laid out for Jim Deline (r), emcee, who brings his original *Musical Clock* gang to WSYR Syracuse, N. Y. April 16. Signing of Mr. Deline was a move to strengthen WSYR programming and represents an investment of over $40,000 annually, according to E. R. Vadeboncoeur, vice president and general manager of Central New York Broadcasting Corp. (WSYR). Welcoming Mr. Deline are (l to r, foreground) Ed Murphy, who airs the *Timekeeper* program; Mr. Vadeboncoeur; and Bill Rothrum, WSYR program director. In background of group are Leighton Tiffault and Herb Feltrinelli, two of the eight members of the *Musical Clock* group, which had been heard continuously on WFBL Syracuse since 1938.

'ACTION' MEDIA

Burnett Cites Radio-TV

LEO BURNETT, president of the Chicago agency of the same name, described radio and television as "obviously the best media for getting action," while outlining objectives of the Cook County Hoover Report Committee to members of the Chicago Radio Management Club March 28. Mr. Burnett, radio and television committee chairman for the group, sought cooperation from radio executives in promoting to the public the objectives of the report on economy in government.

He explained a radio and a TV kit will be mailed starting this month. Each will contain public service program ideas, commercials and a copy of the free booklet, "Will We Be Ready?"

John Stuart, president of Quaker Oats, will send a personal letter to about 30 "important" local radio and TV advertisers, Mr. Burnett said. Agencies and stations will be asked to cooperate also.

Mr. Burnett's committee includes Art Harre, general manager of WJJD Chicago and president of the Radio Management Club; Fred Kilian, ABC-TV Chicago program manager and president of the Television Council; George Hartman of the agency of the same name, and Bill White, advertising director of Wideboldt Dept. Stores.

MBS Baseball Folio

AN MBS folio dividing network stations into an "A network," which will receive baseball game broadcasts beginning April 16; and a "B network," which will not receive game broadcasts, was released last week in New York. "C network" stations of past years have been absorbed into this year's "B network," it was announced.

HADACOL MEDIA

$375,000 Set for Radio-TV

MILLION-dollar Hadacol advertising budget for 31 states this month, with $375,000 allotted to radio and television, was reported last week by Louisiana State Sen. Dudley LeBlanc, president of LeBlanc Corp., which makes Hadacol [BROADCASTING • TELECASTING, April 2, March 5].

Speaking before the sales promotion and merchandising group of the American Marketing Assn. in New York, Mr. LeBlanc said that $275,000 will go to radio and $100,000 to television, with the remainder distributed among a variety of other media.

Hadacol will reach the New York market sometime late in the summer, Mr. LeBlanc told newsmen following the meeting. He said the company was $3.5 million behind in orders at the present time.

FOOTBALL SHOWS

Miller Co. Signs Pact

MILLER Brewing Co. of Milwaukee has signed a five-year contract with the New York Giants, professional football team, for broadcast sponsorship of Giant contests, Frederick C. Miller, brewery president, announced Friday. The brewery also will sponsor a weekly half-hour television show.

The upcoming season's games will be aired over a special network covering metropolitan and upstate New York, New Jersey and all New England states. Key station will be WMGM New York. The TV show, *The Giants Quarterback Club*, will include films of the highlights from the previous game. Coaches and stars will be on hand to discuss past games and future outlook.

Other games broadcasts by Miller are those of the Green Bay Packers, over a network covering Wisconsin and upper Michigan; Milkaukee Brewers baseball club, aired over WEMP Milwaukee, and both the Marquette U. football and basketball teams, in the Milwaukee area only. Agency is Mathisson & Assoc. Inc., Milwaukee.

Oxydol's "Ma Perkins" is a familiar radio figure . . . especially familiar to KFYR listeners, because the makers of Oxydol have indicated their faith in this "pulling" station with over 17 years of continuous advertising. Ask any John Blair man for the complete KFYR story.

KFYR

550 K. C. • N.B.C. AFFILIATE • 5000 WATTS

BISMARCK, N. DAK.

STILL AVAILABLE

HARD-TO-GET BROADCAST ITEMS

TAPE EQUIPMENT — TUBES
COMPLETE STUDIO EQUIPMENT
TRANSMITTER COMPONENTS
TOWERS — GROUND WIRE
COAX (Solid and Air Dielectric)
AUXILIARY POWER PLANTS

Will be Registered at STEVENS HOTEL Throughout NAB Convention

or Wire, Phone, Write:

HENRY J. GEIST
60 E. 42nd St.
New York 17, N. Y.
MUrray Hill 7-1550

W. B. TAYLOR,
Signal Mountain
Chattanooga, Tenn.
Phone: 88-2487

NOW

On display in booth 1
Exposition Hall
1951 NAB Convention
Hotel Stevens, Chicago
April 15-18

FTL-82A DUAL SCANNER

Smooth handling of spot commercials and station breaks.

Use as a scanner with montage effects.

Lap dissolves between stills or between live pickup and stills.

Use to insert sponsor's message in a live pickup.

Can be operated as two separate scanners with manual or automatic switching.

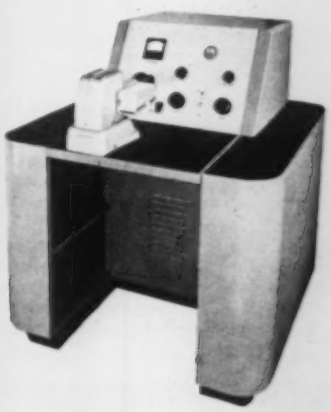
FTL-35A SINGLE SCANNER

Low operating cost; add-a-unit auxiliary makes it a dual scanner.

Console mounted for smooth operation.

Handles from one to thirty-six 2" x 2" slides in or out of sequence.

FTL-82A DUAL SCANNER



FTL-35A SINGLE SCANNER

Write for FTL Flying Spot Scanner brochure.

Federal Telecommunication Laboratories, Inc.

500 Washington Avenue Nutley 10, New Jersey

RADIO-TV POSTS

Defense Dept. Adds

SEVERAL new additions to the Radio-Television Branch of the Defense Dept.'s Office of Public Information — all from various segments of the broadcasting industry—have been announced by Charles Dillon, radio-TV chief.

The appointments comprise titled and staff assignments within the Office of Public Information and represent further expansion of the radio-TV staff to handle its increased activities in program and special features.

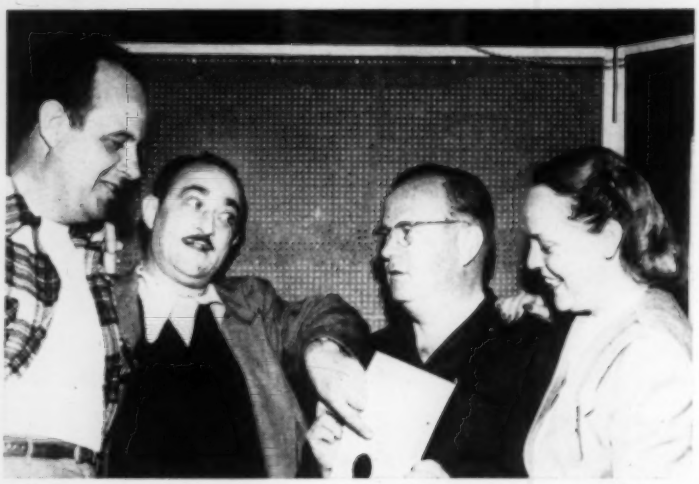
Heading the list is Maj. Clarke Thornton (Army), formerly announcer and special events man at WMAL-AM-FM-TV Washington, who was named assistant chief of the News & Special Events Section. Appointed chief and assistant chief of Field Liaison & Promotion, respectively, were 1st Lt. Tom Paro (Army), formerly at MBS Central Division, and Sgt. Ed Case (Army), previously program director-announcer at WFAX Falls Church, Va.

Others named were Capt. Hal Keith (Army), former director of NBC *Show of Shows*, television producer; Lt. Frank Junell (Navy), commercial manager, KEYL (TV) San Antonio, radio producer-writer; Sgt. Michael Marlow (Air Force), formerly with WWSW Pittsburgh, special assistant to the TV chief; and 1st Lt. Alfred Lurie (Army), WBAP-TV Fort Worth, TV producer-writer.

Radio-TV staff operations include the *Armed Forces Hour*, DuMont TV Network; *Time For Defense*, ABC; and *Air Force Hour*, MBS, as well as numerous special assignments.

NBC Theatre

NBC has taken a 15 year lease on El Capitan Theatre at 1735 N. Vine St., Hollywood, and will utilize the 1,147 seat playhouse for TV as well as radio. Rented for the past several months to both NBC and CBS for various radio shows, the playhouse will be entirely refurnished and remodelled to accommodate both media.



RADIO'S Cisco Kid and Pancho (Jack Mather, l; Harry Lang, second l) look over award given *Cisco Kid* program as the best radio children's program in the Los Angeles area. Holding the citation is Fred Levings, co-producer-director of program with Hilly Sanders (r), vice president in charge of radio and television, Dan B. Miner Co. agency for Interstate Bakeries (Weber's Bread) which sponsors the program on Don Lee network.

DEFENSE STATUS

Wilson Issues Report On Production

ALTHOUGH electronics firms currently are producing at "near capacity" levels, heavy military demand for equipment "has scarcely yet been felt" and hangs in the balance pending mass production of the weapons for war.

During the interim, civilian production of radio and television receivers will remain "substantial" this year and compare favorably with the output of recent years.

These evaluations and estimates are pointed up by Defense Mobilizer Charles E. Wilson in a quarterly summation of America's production and manpower might, released last week.

On the basis of Mr. Wilson's predictions for the civilian economy:

- **Radio production will adhere close to the 1950 level of an estimated 14 million sets.**
- **Television output will drop slightly—from an estimated 7 million to roughly 6½ million receivers.**

"Up to now, the consuming public has scarcely felt the impact of government controls over production and distribution," Mr. Wilson stated. "Production of most consumer items during the first quarter of 1951 actually exceeded production during the same period of 1950."

Mr. Wilson warned, however, that scarce materials for non-defense output "will be increasingly restricted" during the remainder of this year, with curtailments reaching their peak "late in 1951 and early in 1952."

Alluding to the entire industry, the nation's mobilization chief estimated current production at approximately $4.5 billion and expressed hope the industry may be "able to expand capacity further this year."

The "full impact" of the military equipment program will emerge, he said, "when the heavy end products of war—tanks, planes, automatically controlled weapons—reach the mass production stage."

Cites Production Board

Looking toward that end, the Defense Mobilization director cited creation of the top-level Electronics Production Board to coordinate production and avert "electronic bottlenecks" [BROADCASTING • TELECASTING, April 2, March 26]. Such a board, he maintained, will insure that required equipment be available when needed for incorporation into the manufacture of combat weapons.

One of the problems connected with the manufacture of such equipment, Mr. Wilson observed, is the increased cost and use of electronics items, "built to precision standards." And greatly expanded requirements, he pointed out, also necessitate increased amounts of such raw materials as cobalt, cadmium, zinc, lead and copper. Study of conservation measures will help offset these demands.

"As the defense program moves into a period requiring tighter regulation," Mr. Wilson continued, "more direct control of the flow of certain metals will prove necessary. For that reason, a form of controlled materials plan . . . will be placed into effect later in the year." The plan will cover electronics, communications and other vital industries [CLOSED CIRCUIT, March 19].

Under a so-called CMP, industry may be assured adequate raw materials for equipment which would be earmarked for (1) new TV stations in the event the freeze is lifted, and (2) civil defense emergency purposes. Provision for "maintenance, repair and operation" of communications equipment —specifically, radio-TV station transmitters—also has been made by the government.

Defense Requirement

Contending that the defense program at its height will not require "more than 20% of the gross national product," Mr. Wilson also made these points:

Few goods will disappear completely from the market, as some did in World War II.

Longer hours of overtime will be required in many industries.

Policies have been revised to expedite procurement for the defense program.

The U. S. should attain an approximate 15% increase in national output in the next three years—adding $45 billion to the total—to meet military and civilian demands.

Employers should embark on training programs looking toward fulfilling long range needs for the skilled trades and for "scientific, technical and professional pursuits."

Industry should make more efficient use of manpower to increase productivity.

The U. S. must distribute manpower between the military services and civilian economy to achieve the best results.

Mr. Wilson noted "critical occupations" and "essential activities" listings released by the Depts. of Labor and Commerce, respectively, as guides to deferment from military service. (Electrical and other engineers were classed as skilled; radio and TV broadcasting were termed "essential.")

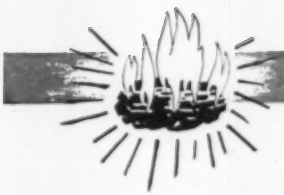
With respect to the estimated $4.5 billion electronics rate of output at present, authorities have predicted the figure will rise by 1952 to $5 billion—double that of 1950—with perhaps $3.5 billion of that sum allocated to the military. By 1955 the total should reach around $12.5 billion, with up to $12 billion set aside for government—assuming the cold war continues.

The $5 billion estimate for 1951-52 allows for a possible 50% cut in civilian radio-TV set production, and presumably might exceed that sum if cutbacks in materials fail to materialize to the extent outlined by Mr. Wilson.

FRIENDS

"To make a friend, you must be one." Twenty years of service to farmers in Kansas and adjoining states have made us their friend.

WIBW The Voice of Kansas in TOPEKA



NEWS AND VIEWS OF COAL

A MONTHLY REPORT TO EDITORS

MUNITIONS BOARD PICKS COAL AS PRIMARY FUEL.

The federal Munitions Board, in a statement of policy, has recommended that coal should be given first consideration and used wherever possible in preference to other fuels for all military establishments. Coal was chosen because it is dependable, economical, and in plentiful supply. For these reasons coal is also industry's first choice, both for immediate needs and long-range planning. There is no question that the highly productive American coal industry will continue to mine and prepare all the coal the nation may need.

COAL LOADER, TWO FEET HIGH, HANDLES EIGHT TONS A MINUTE.

High-speed equipment has been adapted to mine thin-seam bituminous coal, difficult and costly to mine with hand labor. Mechanical loaders, only 24 inches high, working with low-slung cutting machines can produce eight tons a minute. This will more than double the former rate of production of this coal so important for steel—further increasing the productivity of the world's most efficient coal industry.

MODERN POWER PLANTS RELY ON COAL.

The Tennessee Valley Authority is building the world's second largest steam electric plant at Johnsonville, Tennessee. The plant will burn 300 tons of coal an hour when operating at capacity to supplement T.V.A. water power—that's a lot of coal! Private utilities are also building a station near Joppa, Illinois, to serve a new atomic plant. It will also burn coal—up to 7,500 tons a day. By far the majority of modern power plants like these rely on coal because coal has proven itself to be the nation's most dependable, efficient, and economical source of power.

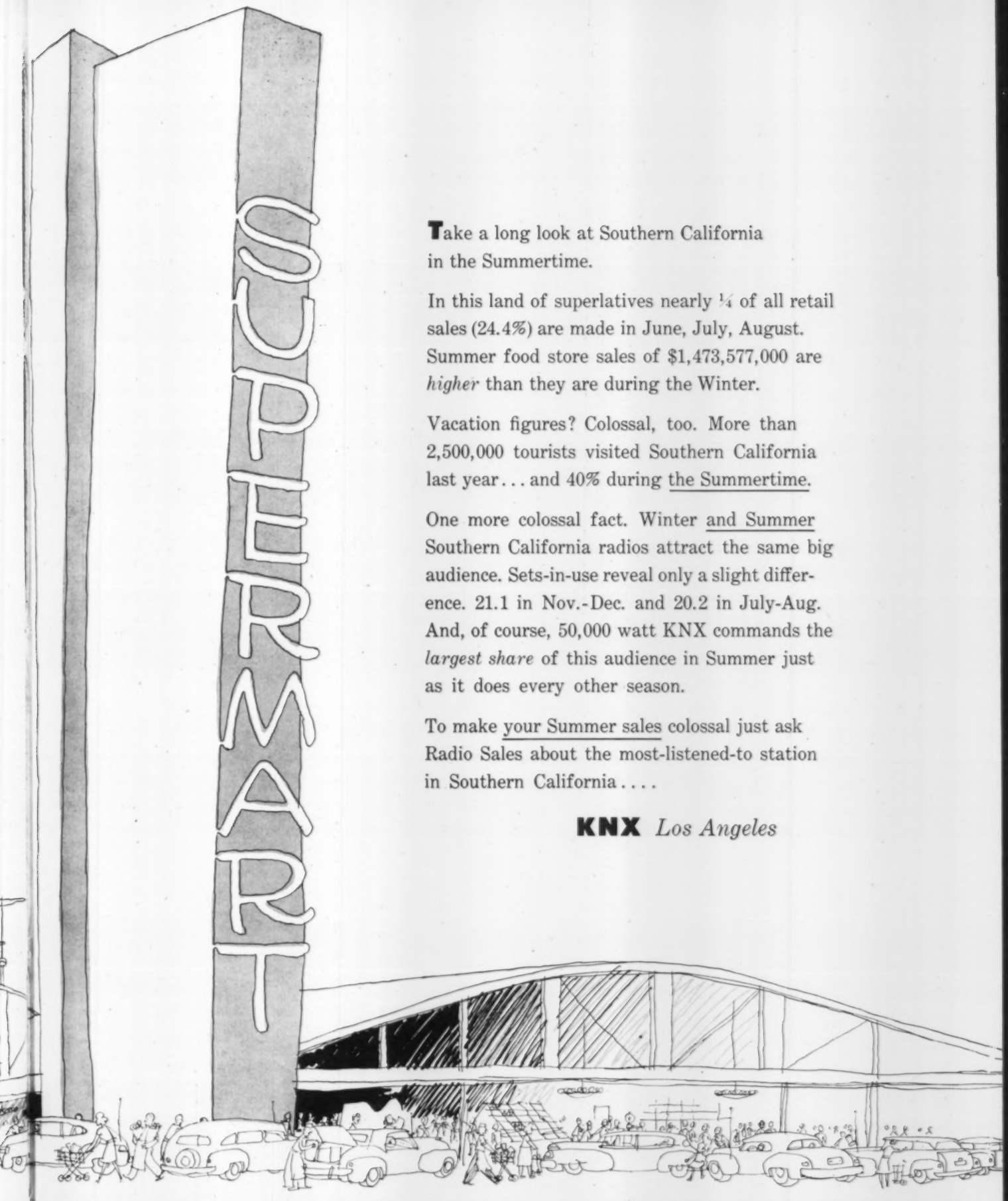
AND NOW A PIPE LINE FOR COAL!

Coal may soon invade, experimentally at least, the pipe line domain long sacred to oil and gas. Near Cadiz, Ohio, a 17,000-foot demonstration line of 12-inch pipe is being planned to carry crushed, granular coal mixed with water. Piping coal from mine to market is one example of the imaginative thinking of America's coal producers.

BITUMINOUS COAL INSTITUTE
A Department of National Coal Association
320 Southern Building, Washington, D. C.

If you have any questions about coal or the coal industry, your inquiry to us will receive prompt reply.

Summer is only colossal!



Take a long look at Southern California in the Summertime.

In this land of superlatives nearly ¼ of all retail sales (24.4%) are made in June, July, August. Summer food store sales of $1,473,577,000 are *higher* than they are during the Winter.

Vacation figures? Colossal, too. More than 2,500,000 tourists visited Southern California last year... and 40% during the Summertime.

One more colossal fact. Winter and Summer Southern California radios attract the same big audience. Sets-in-use reveal only a slight difference. 21.1 in Nov.-Dec. and 20.2 in July-Aug. And, of course, 50,000 watt KNX commands the *largest share* of this audience in Summer just as it does every other season.

To make your Summer sales colossal just ask Radio Sales about the most-listened-to station in Southern California....

KNX *Los Angeles*

Source material on request.

XUM

editorial

The Un-American Way

AMONG the most addled notions to be hatched recently in Washington, that vast incubator of misfit fowl, is the proposal of the staff of the Joint Congressional Committee on the Economic Report to levy a 20-25% excise tax on advertising expenditures.

The plain intention of the proposal is to make advertising so expensive that no one can afford it, at least not in quantities that would have any noticeable effect. Discourage advertising and you eliminate much of the stimulus to make people buy consumer goods, the argument runs. That would defeat inflation.

The defeat of inflation, however, is not the whole objective that the staff of the committee has in mind, unless it can be assumed that its members are truly as foolish as they seem on the surface. A more telling defeat is suggested here—defeat of our economic system.

A sharp curtailment of consumer buying would mean, first, a sudden and disastrous increase in inventory and, second, a consequent decrease in production. Manufacturing facilities would lie idle, the consumer market vanishing without anything to take its place in absorbing goods.

The advertising tax proposal would make no sense even if we were engaged in a full-scale war, with every production effort strained to arm us. In a semi-defense economy, the proposal is idiotic, even vicious.

It's BAB's Ball

ACTION, not aimless talk, is needed on the all-embracing subject of rates. The place to do that essential job is at the NARTB convention in Chicago next week.

It's time for realism. Television can't be repealed. TV has an effect on listening. Adjustments are in order. But should they be up or down? Should they be confined to TV markets? Does radio really know what it has to sell and how much it should cost?

The Assn. of National Advertisers wants rates reduced. Reduced from what base? Do advertisers really know what they're getting for their radio dollar? They think they know the "cost per thousand" on newspapers and magazines, and they feel that since TV's spectacular emergence something else has to go down.

Paul West, ANA president, protests statements that ANA is conducting psychological warfare against radio. He says ANA is simply seeking "long-needed facts to enable all of us to better evaluate the medium."

We agree that facts are needed. Radio has done a hit and miss sales promotion job from Genesis. There has been a superabundance of specialized, self-serving, disjointed projects. But radio does not have today, and has never had a fundamental standard of cost. The printed media simply prove circulation, not *readership*. Radio has its snow-storm of competitive audience measurements, using Rube Goldbergian "techniques" which bewilder even broadcasters, let alone their customers.

This is not a network battle with advertisers. Stations cannot stand by and allow the network structures to deteriorate, through rate-deals, talent kick-backs and possible split networks, excluding TV markets. When the top programs leave radio, the top spot adjacencies go too. What will happen to the good sustainers, if the revenue drops?

Network rates were established originally by individual trading and negotiation. They bore some arbitrary resemblance to the size of the market, what newspapers charged, and what some folks in New York thought the traffic might bear. Hence, advertisers feel that with the incursion of TV, they're buying radio pig-in-poke fashion.

So radio must have a yardstick that's uniform. It must supply facts on the impact of TV on radio. And on magazines and newspapers too. It must be sound, believable research, backed up by case studies and statistics.

Until radio gets that basic sales tool it is going to have trouble. We all know that radio is the most powerful, comprehensive, all-inclusive medium in existence. The advertisers may know it too. It's up to radio to prove it.

The Broadcast Advertising Bureau has the mission to sell radio. What better start can it make than the assignment to establish radio's rate yardstick? To continue to thrive, radio must make an investment. BAB can't sell unless it has that rate yardstick.

The ANA wants it. The AAAA wants it. Broadcasters must have it.

New Life Begins in (at) '51

FOR THE National Assn. of Radio & Television Broadcasters (NARTB) and its new president, Harold Fellows, new life begins in and at 51.

It's little short of a stroke of genius that brings the veteran New England broadcaster to the helm of the newly unified trade association. His career and his personality have written the specifications for the position—actually a new one with new responsibilities.

NARTB, by virtue of the separation of Broadcast Advertising Bureau, no longer will be an all-front association. The business-getting function reposes in the BAB, capably headed by William B. Ryan as president, and with the inspirational leadership that will stem from its chairman, Edgar Kobak.

Thus NARTB becomes essentially a public relations and government relations organization. President Justin Miller moves into the board chairmanship, removed from the day-to-day rigors of operations and policies. His status becomes that of elder statesman, though both mentally and physically, he is much younger than his 62 years.

Harold Fellows, just beginning his 52d year, was tapped for the trade association task as one of the few men, in or out of radio, upon whom the selection committee could agree. He was tapped, moreover, because he has worked diligently in association affairs during his stewardship of two dozen years in and around radio. His associates learned during his four years on the NAB board, which wound up last year, that he's no pushover.

The NARTB presidency is no sinecure. The 28-year history of its predecessor NAB is honeycombed with friction, internecine strife and personnel house-cleanings. In the past, it has been a case of trying to be all things to all people identified with the broadcast arts. Today, there is the big step toward fusion epitomized by the entry of TV into the fold. Relations with the other great segment of the broadcast arts—the manufacturers—have never been better.

The walls have crumbled on the predecessors of Harold Fellows. It does not necessarily follow that they inevitably will cave in on him. The order is new. The multi-billion dollar radio-TV arts had need for the functional realignment that has been ordered.

The new order deserves support. It should be appraised as one appraises his insurance.

our respects to:

HARRY RAY BANNISTER

CONVERSATION with Harry Bannister isn't easy these days, for his second floor corner office is invaded by the hammering roar of riveting guns a few feet outside his window. But each interruption brings a smile to Mr. Bannister's face, for it brings WWJ-AM-FM-TV Detroit one rivet closer to the completion of the new TV studios. This two-story, million-dollar addition will give Detroit one of the most modern, complete radio and television centers in the country, and may even permit General Manager Bannister to briefly relax his constant drive to make the station bigger and better.

New York City had the first claim to Harry Ray Bannister. He was born on the upper West Side on April 30, 1894. Having a dislike for personal publicity (he refers to it as "that stuff"), his four-paragraph autobiography hides his early years in the vague sentence: "After being tossed out by at least one of every species of educational and corrective institutions extant, and after being fired by a host of admiring employers, I joined the Regular Army at the outbreak of World War I."

Following a 17-month overseas chore, he returned to the U.S. and a successful selling career. But it took him 14 years to gravitate to his natural field, radio. Before he took his first radio job with the old WMBC Detroit, he spent four years with E. I. duPont de Nemours; two years with Brewer & Co.; five years with American Druggists' Syndicate, and two with Park & Tilford, all in a sales or sales supervisory capacity. His roster of products included women's dresses, drugs, candy, popcorn machines (then a natural interlude selling motion pictures!), auto accessories, and paints.

After two years at WMBC and WJR Detroit, where he worked under Leo Fitzpatrick, he went to *The Detroit News* station, and since 1933, WWJ and Bannister have meant one and the same thing. An extroverted salesman with a booming laugh and a genuine liking for people, Mr. Bannister took just 28 months to move up into the sales managership of the operation. In November 1941 he became general manager, and since that date, has been in charge of all radio and TV activities.

His salesmanship once resulted in the salvation of the Detroit Symphony Orchestra, and one of the most unique commercial programs ever presented. When the orchestra was faced with folding for lack of funds, Mr. Bannister persuaded Sam's Department Store to sponsor a full hour weekly broadcast of the symphony with the only commercials being appeals to

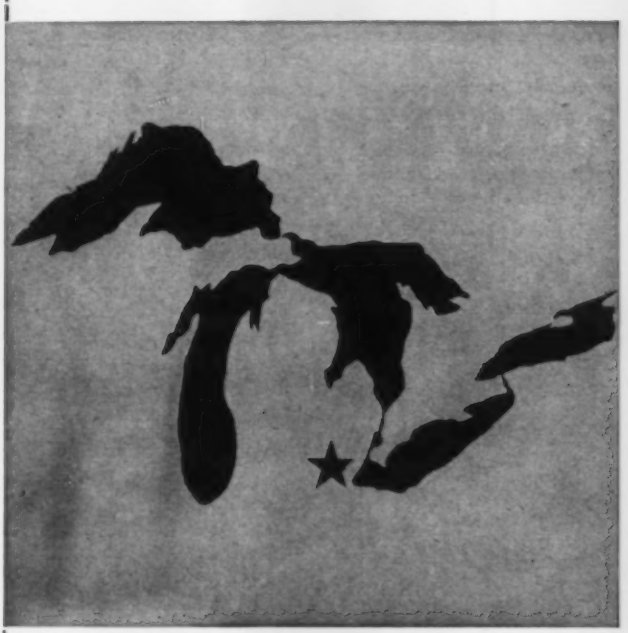
(Continued on page 51)

FOR
better coverage in the
GREAT LAKES AREA
★

there's nothing like **WJR**

....there are 3,263,000 U.S. radio homes within the **WJR** ½MV/M daytime primary area....

Team up with **WJR** for Leadership and Listenership



WJR THE GOODWILL STATION
FISHER BUILDING
DETROIT 2, MICHIGAN
CBS 50,000 WATTS

Represented nationally by
Edward Petry & Company

front office

CHARLES BRUGHA, noted newscaster, appointed general manager KWBE Beatrice Neb. GORDON C. (Bud) PENTZ appointed assistant general manager in charge of sales and special events.

WILTON GUNZENDORFER, recently commercial manager KYA San Francisco, named general manager KGB San Diego. He succeeds FRAN D. IDE resigned. In radio since 1937. Mr. Gunzendorfer was general manager of KROW Oakland for five years before joining KYA. Prior to that for five years he was general manager of KSRO Santa Rosa, Calif.

Mr. Gunzendorfer

LOREN S. SORENSEN, timebuyer Campbell-Mithun, Minneapolis, to Upper Midwest Broadcasting System, same city, which is group of 42 home-town stations in Minnesota, North Dakota and Wisconsin.

LEONARD MAGRUDER, sales manager WBCU Union, S. C., appointed general manager WEAB Greer, S. C.

JAMES A. WETHINGTON, veteran radio station salesman and sales manager, to New York office William G. Rambeau Co., radio station representative.

RALPH ERICKSON named account executive on sales staff KOMO Seattle. He has been active in Pacific Northwest newspaper advertising work for 23 years.

SHELDON ENGEL, salesman KRIZ Phoenix, appointed commercial manager. HERB JEPKO to commercial department.

W. P. HEFFERNAN, general manager WGAI Elizabeth City, N. C., to KPRO Riverside, Calif., as station manager.

EDWIN T. JAMESON, senior account executive in N. Y. office WLW Cincinnati, and JOHN B. FRANCIS, account executive in New York office *Look Magazine*, to radio sales staff in New York office Free & Peters, radio representative.

ROBERT A. KLEIN, assistant manager WDAS Philadelphia, appointed general manager. He succeeds LAMBERT B. BEEUWKES, resigned [BROADCASTING • TELECASTING, March 26].

Mr. Klein

SAM ALOYTZ appointed sales manager WFPG Atlantic City, N. J. LYDIA HAWKSLEY appointed sales representative for station.

LEE F. O'CONNELL Co., L. A. and S. F., has taken over representation of Western Radio Sales list of stations.

H-R REPRESENTATIVES Inc., N. Y., appointed exclusive national representative for KBOL Boulder, Col.

ROD GIBSON, assistant timebuyer Philbin, Brandon & Sargent Inc., N. Y., to station time division All-Canada Radio Facilities, Toronto.

ROBERT W. MAZUR, sales staff WGNR New Rochelle, N. Y., to WMCA New York as account executive.

THE BOLLING Co. Inc., N. Y. appointed national representative for WIOD Miami, Fla. and WHIO Dayton.

WALTER NEIMAN, station manager WDEM Providence, R. I., resigns. Duties assumed by LOUIS A. R. PIERI, WDEM president, 1111 North Main St., Providence.

ART KNORR to sales staff WAGE Syracuse, N. Y.

BOWLES & Co., Kansas City, Mo., appointed national representative for KJBC Midland, Tex.

ROSENMAN, GOLDMARK, COLIN & KAYE, N. Y. law firm, moves to new offices at 575 Madison Ave. Telephone Murray Hill 8-7800.

WILLIAM P. BERNTON appointed member of Miller, Sher & Oppenheimer, Washington law firm.

ROBERT E. V. JOHNSON, account executive Thomas F. Conroy Inc., San Antonio, to commercial department KEYL(TV) San Antonio.

WILLIAM F. MILLER, salesman KMOX St. Louis, appointed eastern sales representative for station. He will make his offices in New York.

RADIO REPRESENTATIVES Ltd., Toronto, appointed national sales representative in Canada for CKRM Regina, Sask.

ALLAN J. HUGHES, NBC sales staff, to CBS, as manager of sales presentations for radio in New York office of Radio Sales, Radio & Television Stations Representatives, CBS.

JOHN HANSEL JR., N. W. Ayer & Son's plans-merchandising department in Philadelphia, to the eastern TV sales staff ABC, as account executive.

ROSS MERRITT, sales service manager WBBM Chicago, returns to active duty with Air Force as public relations officer.

Personals . . .

L. A. BLUST Jr., general sales manager KTUL Tulsa, and KFPW Fort Smith, Ark., elected president Tulsa Advertising Federation. . . . ROBERT L. PRATT, manager KGGF Coffeyville, Kan., elected president Coffeyville Community Chest. . . . BERT BANKS, manager and partner WTBC Tuscaloosa, Ala., appointed member of Civil Defense Council of Alabama. . . . ARMAND GRANT, assistant general manager in charge of sales WAAM (TV) Baltimore, visiting Bermuda on brief vacation. . . . J. R. POPPELE, vice president in charge of engineering WOR-AM-TV New York, wrote guest editorial "The Tide of Television," in March issue *Proceedings of the IRE*, official paper of Institute of Radio Engineers. . . . MARK WOODS, board vice chairman ABC, made principal speech before inaugural meeting of United Negro College Fund, in New York last Tuesday. Speaking to presidents and trustees of 32 colleges and universities aided by fund, which launched its 1951 appeal, Mr. Woods emphasized the importance of educational freedom.

FOLLOW THE LEADERS

HOMART

SELL THE LONG BEACH—LOS ANGELES MARKET WITH

KGER

5000 WATTS

LEADING INDEPENDENT

IN SO. CALIFORNIA

FOR 25 YEARS

For Availabilities, Contact:

GALEN O. GILBERT

KGER, LONG BEACH

The Station of the American Home

GraybaR recommends

RECORDING DISCS

REG U S PAT OFF

SCOTCH BRAND SOUND RECORDING TAPE

Whether you use disc or tape recorders, Graybar is ready to serve you—with Presto recording discs or Scotch sound recording tapes.

Presto Green Label discs meet the "top-quality" requirements of broadcast stations, recording studios, and transcription manufacturers. Use these discs and you're sure of low surface noise, adequate chip throw, and maximum number of playbacks with minimum wear. Extremely careful inspection assures uniformly high quality.

Also available are other grades and types of Presto discs for recording jobs not requiring discs of such high quality: testing, air checks, rehearsals, recordings of short duration. Your nearby Graybar office also can supply cutting stylii and playing needles.

Because of the increasing use by broadcasters of tape recording, Graybar nationally distributes Scotch sound recording tape. Scotch No. 111 (A or B) brings you better frequency response at slow recording speeds; low noise level; even, constant tracking. Scotch tape erases clean with low power, without a special erase head. It's easily edited, doesn't snarl, backlash, or kink. The tape is supplied on NAB hubs.

In addition to Presto discs and Scotch recording tapes, Graybar has everything you need in broadcast equipment . . . PLUS everything for wiring, ventilating, signaling, and lighting for your entire station and grounds! Whatever your requirements—to get the most suitable items most quickly, call your nearest Graybar Broadcast Equipment Representative. *Graybar Electric Company, Inc. Executive offices: Graybar Bldg., New York 17, N. Y.*

149-14

Distributor of *Western Electric* products

via GraybaR

EVERYTHING ELECTRICAL TO KEEP YOU ON THE AIR

Graybar Brings You Broadcasting's Best . . .
Amplifiers (1,23)
Antenna Equipment (23)
Attenuators (8)
Cabinets (15)
Consoles (23)
Loudspeakers and Accessories (1,23,25)
Microphones, Stands, and Accessories (1,13,14,16,23,25)
Monitors (12)
Recorders and Accessories (2,9,19,22)
Speech Input Equipment (23)
Test Equipment (1,8,12,24)
Towers (Vertical Radiators) (3)
Tower Lighting Equipment (7,11)
Transmission Line and Accessories (5)
Transmitters, AM and TV (6,20,23)
Tubes (11,16,23)
Turntables, Reproducers, and Accessories (9,19,23)
Wiring Supplies and Devices (4,10,11,13,18,21,25)

Manufactured By . . .
(1) Altec Lansing
(2) Ampex
(3) Blaw-Knox
(4) Bryant
(5) Communication Products
(6) Continental Electronics
(7) Crouse-Hinds
(8) Daven
(9) Fairchild
(10) General Cable
(11) General Electric
(12) General Radio
(13) Hubbell
(14) Hugh Lyons
(15) Karp Metal
(16) Machlett
(17) Meletron
(18) National Electric Products
(19) Presto
(20) Standard Electronics
(21) Triangle
(22) Webster Electric
(23) Western Electric
(24) Weston
(25) Whitney Blake

Graybar's network of more than 100 offices and warehouses in principal cities throughout the nation assures you of convenient service wherever you are. *The 19 Graybar Broadcast Equipment Representatives are located in the following key cities:*

ATLANTA
E. W. Stone, Cypress 1751
BOSTON
J. P. Lynch, Kenmore 6-4567
CHICAGO
E. H. Taylor, Canal 6-4100
CINCINNATI
W. H. Hansher, Main 0600
CLEVELAND
W. S. Rockwell, Cherry 1-1360
DALLAS
C. C. Ross, Randolph 6454
DETROIT
P. L. Gundy, Temple 1-5500
HOUSTON
R. T. Asbury, Atwood 8-4571
JACKSONVILLE
W. C. Winfree, Jacksonville 6-7611
KANSAS CITY, MO.
R. B. Uhrig, Baltimore 1644
LOS ANGELES
R. B. Thompson, Angelus 3-7283
MINNEAPOLIS
W. G. Pree, Geneva 1621
NEW YORK
J. J. Connolly, Watkins 4-3000
PHILADELPHIA
G. I. Jones, Walnut 2-5405
PITTSBURGH
R. F. Grossett, Allegheny 1-4100
RICHMOND
E. C. Toms, Richmond 7-3491
SAN FRANCISCO
K. G. Morrison, Market 1-5131
SEATTLE
D. I. Craig, Mutual 0123
ST. LOUIS
J. P. Lenkerd, Newstead 4700

Born Again

EDITOR:

I thought you would like to see Linnea Nelson shaking hands with a stork at the party some of us advertising guys and gals gave her at the Stork Club [BROADCASTING •TELECASTING, April 2]

I don't have any suggestions to make as to the significance of Linnea's pose with this slightly *enceinte* bird, except that perhaps she feels that her retirement from the radio business constitutes a sort of spiritual rebirth.

Reggie Schuebel
Wyatt & Schuebel
New York

* * *

Miss Nelson and stork.

open mike

Some Unquiet Remarks on Radio Silence

EDITOR:

I am amazed at the blanket of unfairness that surrounds your editorial entitled "Golden Gobbledegook," as it appears in the April 2, 1951, issue of BROADCASTING • TELECASTING. As Commissioner-Coordinator with the staff concerned with the project of the control of radio stations in an air raid emergency, it was my recommendation that led to the decision to have the meeting on Monday of last week. It was not at the instigation of the Air Defense Command, as some broadcasters speculated. Gen. Ankenbrandt was extended an invitation by the Commission to participate in this meeting in order to express the views of the National Defense Establishment, as it concerns the technical aspects of the plan relating to air navigation.

Neither did this meeting have anything to do with the Commission endeavoring to have itself classified as a defense agency.

The motivating factors which led to calling the meeting in Washington at the time were two-fold—one, the element of time and importance of having a plan at the earliest date possible. Another motivating factor concerned the presence in the East of many broadcasting engineers from all over the country, attending the national convention of the Institute of Radio Engineers in New York the previous week. As indicated in our release of March 18, 1951, this was a meeting which was to discuss "the proposed technical operation and the methods by which stations may be alerted during air raid emergencies."

Messrs. Arney, Richards and McNaughten of the NARTB met with me for the purpose of discussing the possibility of having the original meeting in Chicago at the time of their convention, during the week of April 15. After it was revealed to them that time was of the essence, in the light of certain information known to the Commission, they stated emphatically that they wanted no part in delaying the meeting and that they would be glad to have a repeat performance through the medium of a panel discussion at the time of their convention in Chicago.

There are some of us, Mr. Taishoff, who believe in preparedness now and who hold no brief for those, who for selfish purposes subscribe to the creed of "too little and too late." I can well imagine the scorn that you and others would heap upon the Commission should you survive an air raid and the evidence pointed to the fact that the enemy utilized radio stations in this vicinity to advantage in reaching their target because of the non-existence of a plan to deceive them.

If the subject material is of so little importance, why did NARTB request a repeat performance in Chicago? The burden of your editorial seems to contain the bleatings of a "few little lambs" who lost their way, or was it—did not have their way?

Comr. George E. Sterling
FCC
Washington, D. C.

[EDITOR'S NOTE: This journal is not unaware of possibility of enemy air attack. When the first shot was fired in Korea, we sounded warnings. In our issue immediately preceding the super-secret call for the "Radio Silence" conference (page 48, March 26, 1951) we urged cooperation to the hilt. The fault was with the manner in which the "conference" was conducted. We think a foot slipped somewhere when broadcasters were "requested" to attend what amounted to an emergency session, at which a simple document was read. We agree with Comr. Sterling on the importance of preparedness. We disagree on the modus operandi as wasteful, cumbersome and badly executed.]

No-Confidence Vote

EDITOR:

It has been announced by the Selection Committee that Mr. Harold Fellows has been named president of the NARTB. This month we resigned from the NARTB for economic reasons and for which I am not ashamed. In my letter to Mr. C. E. Arney Jr., secretary-treasurer of the NARTB, I did state that I have always been a staunch supporter of the NAB, and I regretted making this move.

However, in view of the appointment of Mr. Harold Fellows, I cannot continue to feel the same way about the NARTB. Mr. Fellows in an address before the Advertising Club in Springfield, Mass., recently made the statement that in a few years 75% of the broadcasters would not be in business and that we would revert back to a two-network operation, as was the case in the late '20s and early '30s. For the record, this is not the first time that Mr. Fellows has uttered such remarks.

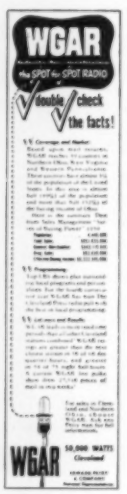
If this is the way Mr. Fellows apparently views the situation, then it is high time the small broadcaster let the networks and the pompous broadcasters support the NARTB. The networks and the big broadcasters are anxious to kill off competition. They have selected the right man to do the job.

John Deme
Pres.-Gen. Mgr.
WICH Norwich, Conn.

[EDITOR'S NOTE: In defense of the new NARTB president, it should be pointed out that he was the unanimous choice of a committee of eight, at least four of whom can be classified as small independent broadcasters. Many will agree with Mr. Fellows that there may eventually be only two major aural networks (although we're not among them). The majority of broadcasters, we feel, will disagree that the AM station mortality will be as great as Mr. Fellows is quoted as having predicted. At all events, Mr. Fellows was selected for his new high post as a leader among broadcasters. To be a leader, one must have views. Mr. Deme is quite forceful in presenting his own.]

KXOK St. Louis has received award of merit from St. Louis Junior Chamber of Commerce in commemoration of 600th consecutive broadcast of safety education program, *So It Can't Happen To You.*

SERVICE-ADS MAKE SPOT TIME BUYING EASIER



"Suppose I go into a new market," says a well-known Time Buyer. "I turn first to SRDS to size up the stations in that market, their affiliations, their power, their rates. Then I want to know their coverage. I try to determine which would give me the most for our money."

Many stations are running Service-Ads alongside their listings in *Radio Advertising Rates & Data** and near their market listings in Consumer Markets to make that Time Buyer's job easier. These Service-Ads give him additional useful facts when he's comparing advertising opportunities—facts about coverage, audience, programs, service. The WGAR Service-Ad shown here is an example.

When you're checking *RARD** and *Consumer Markets* for station and market information, check the Service-Ads as well as the listings.

**Formerly known as the Radio Section of SRDS*

the unbeatable media-buying team!

Published by Standard Rate & Data Service, Inc. Walter E. Botthof, Publisher
333 North Michigan Avenue, Chicago 1, Illinois • New York • Los Angeles

WDRC
HARTFORD 4 CONNECTICUT
WDRC—FM

NEWS

Tell the news about your product on a WDRC Newscast. Write for availabilities, and new literature on WDRC's newscasters. Ask Wm. Malo, Commercial Mgr., WDRC, Hartford. Connecticut's FIRST Station!

CBS

IN BEHALF OF THE 1951 CANCER CRUSADE

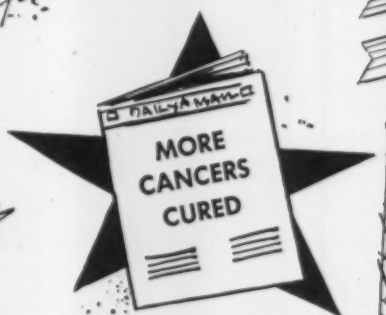
For your radio station . . .

Transcriptions: music, drama, human interest, western; fifteen and five minutes; one minute appeals and twenty second station breaks. Scripts; long and short tailor-made copy for twenty different program categories.

★ GROUCHO MARX ★ GARY COOPER ★ HEDDA HOPPER ★ JIMMY DURANTE ★ GLORIA SWANSON ★ KATHERINE CORNELL LILY PONS ★ ETHEL WATERS ★ PHIL RIZZUTO ★ RALPH BUNCHE SAMUEL GOLDWYN ★ LUCILLE BALL ★ JO STAFFORD ★ BILLY ECKSTINE FRAN WARREN ★ TEX BENEKE ★ JUDY GARLAND ★ VIC DAMONE ROY ROGERS ★ and QUENTIN REYNOLDS

For your TV station . . .

16mm. black and white trailers, 2x2 35mm. slides, 8x10 stills, 18x24 easel boards.



FAYE EMERSON ★ LILI PALMER
REX HARRISON ★ "TONY" ★ ANIMATION

AMERICAN CANCER SOCIETY, INC.
47 BEAVER STREET • NEW YORK 4, NEW YORK

air-casters

STAN DALE, announcer-disc jockey WSRS Cleveland, appointed chief announcer and production manager.

WILLIAM B. HINES, sales promotion manager WKRC-AF-FM-TV Cincinnati, appointed director of promotion and public relations. **LOUIS A. GALLOP,** head of promotion, advertising

Mr. Gallop

Mr. Hines

publicity WCPO Cincinnati, named director of publicity at WKRC.

JACK W. BRAND named executive TV producer ABC Chicago, replacing **G. PHILLIP PATTON** who takes over as executive producer on ABC-TV's *Super Circus*. Mr. Brand was former president of his own TV production firm in Chicago.

ETHEL GREY, womens director WMTW Portland, to WSBA York, Pa., as director of womens programs.

MILTON MOST, cameraman and stage manager WFIL-TV Philadelphia, appointed TV director.

JAY RUSSELL appointed public relations representative WDTV (TV) Pittsburgh. He has worked in AM-TV in metropolitan and up state New York.

DOROTHY ANTON appointed head of continuity acceptance in traffic department WDTV (TV) Pittsburgh. **BOB FROST,** announcer-disc jockey KPRO Riverside, Calif., to KMVI Wailuku, Maui, T. H.

VERNON R. BROOKS, operations director, WGN-TV Chicago, resigns. He has been with station 16 years.

LYELL BREMSER, sports director-newscaster KFAB Omaha, appointed program director, succeeding **L. A. MILLER,** resigned. **GEORGE HASKELL** appointed assistant program manager and public service director.

Mr. Bremser

HELEN CLAIRE WILLS, WKNE Keene, N. H., to WMTR Morristown, N. J., as copy writing chief.

MICKEY ELSE, WWPA Williamsport, Pa., to WKBW Buffalo, N. Y., as disc jockey.

BOB TABLE, disc jockey, to WAYS Charlotte, N. C., where he will handle his own disc jockey show each night from 10 to 12, Mon.-Sat.

BILL SANDEFUR, sales representative WFRC Reidsville, N. C., to announcing staff WDVA Danville, Va.

DEFOREST FISHER, director, KPIX (TV) San Francisco, appointed production manager replacing **FORRESTER MASHBIR,** now with KTTV (TV) Los Angeles, as director of remote telecasts.

ELIZABETH RINGSTRAND, continuity writer WKAN Kankakee, Ill., resigns to accept secretarial position in Chicago.

W. EDDIE WADE appointed program director WGIG Brunswick, Ga. **MARVIN MASSEY,** WPDQ Jacksonville, Fla., to WGIG announcing staff.

GLENN ROWELL, personality m.c. WTIC Hartford, to WLW Cincinnati in same capacity.

WILLIAM J. EUBANKS, sports publicity staff U. of Oklahoma, to promotion department WKY-AM-TV Oklahoma City.

Mrs. HARRY LOHMAN appointed office manager WCTC New Brunswick, N. J.

FRANK YANKOVIC, noted polka recording artist, will have his own disc jockey show on WDOK Cleveland, Mon.-Fri., 4:30-5 p.m. and Sat. 10-11 a.m.

EUGENE ORMANDY, conductor Philadelphia Symphony Orchestra, started disc show on WDAS Philadelphia April 8.

JERRY WHITE, WHLI Hempstead, N. Y. to WNYC New York.

Mrs. JEANNETTE ELLIOTT appointed home economics director WFBM-TV Indianapolis.

ERNEST HALL, announcing staff WOAI San Antonio, named to production staff WOAI-TV. In addition to producing duties, he will act as assistant floor manager. **HAL SAVERY,** guest relations NBC Hollyood, to WOAI, as announcer.

LLOYD WALSH, commercial manager WWHG Hornell, N. Y., appointed promotion and merchandising manager WAGE Syracuse, N. Y.

HUGH WANK, Baltimore disc jockey, to WCAO Baltimore in same capacity.

TOM BAXTER, engineer, ABC Hollywood, named network staff radio producer.

DR. JOE ZIMMERMANN, director of Temple U. Television Workshop and producer of *WFIL-TV University of the Air* series, named production supervisor WFIL-TV Philadelphia.

RANDY LARSON, WBNS Columbus, Ohio, to KRON-TV San Francisco, handling production and direction duties.

ALAN YOUNG, CBS-TV *Alan Young Show*, signed by Howard Hughes to multiple picture contract. First film assignment, in "Androcles and the Lion," gets underway at RKO in May. Mr. Young signed earlier for role in Paramount Productions "Aaron Slick of Punkin Creek," going into production this month.

EUGENE DODSON, promotion manager WKY-AM-TV Oklahoma City, father of boy.

DICK STOKKE, disc jockey-announcer and night supervisor KIMA Yakima, to announcing staff KOMO Seattle.

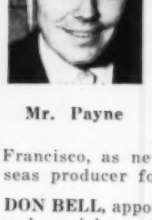
WOODY HATTIC, public address announcer Wrigley Field, to KALI Pasadena, as sports director.

DEAN MURDOCK, staff organist KTOK Oklahoma City, father of boy.

WILLIAM BENNINGTON, producer KNBH (TV) Hollywood, named director of field programs. **JIM JORDAN Jr.,** producer, put in charge of new program ideas for station.

News . . .

JACK PAYNE, sportcaster KNOR Norman, Okla., appointed sports director WOW-AM-TV Omaha.



Mr. Payne

DICK CAMPBELL, general manager KOME Tulsa, appointed special events director KTUL Tulsa.

DONALD G. SHIELDS, WLOR Torrington, Conn., to KCBS San Francisco, as news writer and overseas producer for CBS news.

DON BELL, appointed director of news and special events KOME Tulsa. He was news editor at MBS.

GRIFFING BANCROFT, newscaster on CBS *Capitol Cloakroom, News of America,* and *News of Washington,* assigned to KNX Hollywood and Columbia Pacific Network six weekly quarter-hour *The World Today* news series. He replaces **CHARLES COLLINGWOOD,** returning to assignment as White House correspondent for CBS.

JOHN HENDRY, newscaster KOAM Pittsburg, Kan., named news editor KSEK same city.

EDDIE FISHER to sports staff WWBZ Vineland, N. J. He has been with several stations in the Midwest.

LOWELL THOMAS Jr., son of noted commentator and traveler, has article appearing in April issue of *Omnibook,* about their trip to Tibet.

JOHN CAMERON SWAYZE, NBC-TV commentator, who recently became first TV commentator to win an Alfred I. duPont memorial award [BROADCASTING • TELECASTING, March 12], returned to radio April 1 with weekly quarter-hour news and features program Sun., 3:45-4 p.m., NBC. He will continue his *Camel News Caravan* assignment on NBC-TV (Mon. through Fri., 7:45-8 p.m.).

CEDRIC FOSTER will broadcast his news commentary over WOR New York, beginning today (Monday), 2:15-2:30 p.m., five days weekly. Mr. Foster, who began his broadcasts over MBS in 1940, is heard over more than 350 network stations.

WALTER WEISBECK and **ALLAN DREYFUSS** appointed ABC staff correspondents in Rome and Frankfurt, respectively, and **DONALD KNODE** in Munich and **DAVID SHEFRIN** in Oslo appointed "stringer" correspondents, **THOMAS VELOTTA,** news and special events vice president, announced in New York last week. **CHET HUNTLEY,** Pacific coast commentator, named to ABC news staff. Transfers of **NICK ALLEN** and **FRED SHEEHAN** to New York, also were announced.

EWING CANADAY, newscaster WKY Oklahoma City, re-elected to Midwest City school board, suburb of Oklahoma City.

HAL BUMPUS appointed news and farm director KVOR Colorado Springs, Col., succeeding **RALPH CONNER,** resigned. Mr. Bumpus was with KMYR Denver and Denver Bureau United Press.

WALTER CRONKITE and **ERNEST K. LINDLEY,** CBS correspondents, started new roundup news show on WTOP-TV Washington, April 1.

MICHAEL HINN, commentator, and **MURRAY BOGGS,** newscaster, assigned to thrice daily, Mon. through Fri., news-commentary series sponsored on KFAC Los Angeles by Pontiac Dealers Club, L. A.

KSWM
JOPLIN, MO.

REACHES 446,600* PERSONS WHO SPEND... $285,550,000 ANNUALLY IN TOTAL RETAIL SALES!

*This map shows airline miles to nearest metropolitan centers, assuring unduplicated CBS service to the KSWM audience.

Now in its *fifth year* of service, KSWM is an integral part of all community affairs and activities.

KSWM
Austin A. Harrison, President
CBS in JOPLIN, MO.
Nationally Represented by WILLIAM G. RAMBEAU CO.

CHNS
HALIFAX NOVA SCOTIA
A CAPITAL Station
In A CAPITAL City gets
You CAPITAL Results!
Ask
JOS. WEED & CO.
350 Madison Ave., New York
P.S. We now have our 5000 Watt Transmitter in operation!

Respects

(Continued from page 44)

buy War Bonds. In spite of the lack of selling appeals, the store rated the program as one of the best good-will builders it had ever had.

Though he's best known for his business exploits, Harry Bannister is a man of varied sidelights, and his colorful interests have furnished copy for many Detroit newspapermen's columns. Like a well-known Hollywood producer, he has developed lawn croquet into a game of skill just short of a "body contact" game. With several other weather-defying cronies, he plays the game winter and summer. (They've even been observed playing in the snow!)

He very unmodestly admits to being the best gin-rummy player in radio (and the worst craps-shooter), his favorite opponent being Mischa Kottler, WWJ's musical director. He also has an awesome skill at poker which he does not brag about, preferring to retain it as an independent source of income from the unsuspecting.

But games and sociability are only a part of the Bannister story. He has built the WWJ successes on the firm foundation of fine programming, with the result that the station has won every major award for which it was eligible.

Numerous Awards

In 1945, a series on Alcoholics Anonymous, *The Glass Crutch*, won the City College of New York award; 1948 brought the Distinguished Service Award of the American Cancer Society; 1949 was the "jackpot" year with a Freedoms Foundation recognition, the Alfred duPont Award, the George Foster Peabody Award, the National Safety Council's Public Interest Award and others. This year has already brought a gold medal from the Freedoms Foundation for the presentation of a simulated Communist invasion of Mosinee, Wis., and an award from the Anti-Defamation League.

The recent institution of the TV series with the U. of Michigan highlighted WWJ's interest in making the new medium an instrument in education, but only complemented Mr. Bannister's theory that "first you have to give the people what they want to see and hear, then you can slip in items that will educate and uplift them. Remember, you can't educate anyone if he's not listening to you in the first place."

With WWJ dating back to Aug. 20, 1920, the station, and Mr. Bannister as manager, have felt an obligation to stay in the forefront of every new development, and to always deserve their boast of "Detroit's First Station." In 1936, they pioneered in the new ultra high frequency broadcasts with W8XWJ, which became WWJ-FM in May 1941. March 5, 1948, saw the first telecasts of WWJ-TV go out to the eager Detroit audience. But the WWJ foresight is indicated by the fact that the station paid rent for 10 years for the Penobscot Bldg. tower, knowing that someday they would want it for TV.

Mr. Bannister is a man of strong opinions and even stronger actions, putting those opinions into deeds. At the height of the popularity of singing commercials and other "gimmicks," WWJ banned all such commercials with trick, attention-getting devices in 1944, and received country-wide acclaim for its bravery. Friends like to describe the sheer joy on the bristling-browed Bannister face at hearing the unctuous voice of one of WWJ's staff announcers intoning, "Pepsi-Cola hits the spot, 12 full ounces, that's a lot," rather than a quartette complete with sound effects. Oddly enough, after a few weeks' drop, WWJ spot sales zoomed!

Mr. Bannister also has long been a foe of "ratings" and in 1948 said:

"It's high time we stopped the ridiculous emphasis on program ratings which bounce up and down like a see-saw. Programs are bought and cancelled, entertainers are hired and fired, stations are classified relatively on the basis of ratings which are regarded as definitive measurements, something they are not and never can be."

His lovely blonde wife, the former Barbara Ann Lawrence, is the inspiration for his classic two word essay on the subject of "Women." It reads: "Prefer Blondes." Married in 1943, the Bannisters live in suburban Birmingham, Mich., and admit that bosses of the household are their three cats. Mr. Bannister has two grown daughters, Mary Ellen and Patricia, the former a wartime Wave yeoman.

To list all the Bannister interests would be impossible, but he is addicted to reading history, biography, poetry and philosophy. He is also a fine radio writer, and many WWJ scripts have borne his touch. His sports stories and especially, sports poetry, have appeared often in the News. He likes (his words) whiskey, poker, cats, heavyweight fights and billiards. And last, but very important, his skill on the dance floor has surprised many a partner who misjudged his burly figure.

His TV Code

In the light of today's controversy over the taste of some TV shows and the constant threat of censorship by private and public bodies, Mr. Bannister's 1947, self-imposed code at WWJ-TV tells the full stature of the man. No prude himself, he laid down this pattern for his station:

"I feel that our TV programming should at all times be so meticulously correct, that, like Caesar's wife, it will be above suspicion. There must be no use of 'blue material' or anything even remotely susceptible to double entendre.

"There must be nothing in our schedule which will cause the lifting of an eyebrow by even the most strait-laced in our audience. Appearance, language, intonation or gesture must all be beyond reproach. Racial comedy types must be avoided. References to God and religion must always be reverent. Crime and drunkenness, when used, must be condemned.

"I cite just a few taboos. There will be many others. In all cases, good taste, propriety, and the avoidance of offense must be the ultimate criteria."

He is a member of Detroit's Adcraft Club, and of NBC's Stations Planning and Advisory Committee. He was a director of NAB until his resignation in 1949. He also has represented the industry in appearances before Senate and House legislative committees.

NATIONAL NIELSEN-RATINGS* TOP RADIO PROGRAMS

(TOTAL U. S. AREA, INCLUDING SMALL-TOWN, FARM AND URBAN HOMES—and including TELEPHONE and NON-TELEPHONE HOMES)
REGULAR WEEK FEBRUARY 18-24, 1951

Current Rank	Previous Rank	Programs	Current Ratings Homes %
EVENING, ONCE-A-WEEK (Average For All Programs)			(8.0)
1	1	Lux Radio Theatre (CBS)	20.6
2	2	Jack Benny Show (CBS)	19.4
3	7	Godfrey's Talent Scouts (CBS)	16.4
4	4	Amos 'n' Andy (CBS)	16.3
5	3	Charlie McCarthy Show (CBS)	16.2
6	6	Walter Winchell (ABC)	14.4
7	5	My Friend Irma (CBS)	14.2
8	10	Red Skelton (CBS)	13.2
9	9	Mr. Chameleon (CBS)	13.2
10	13	Mr. Keen (CBS)	12.7
EVENING, MULTI-WEEKLY (Average For All Programs)			(5.2)
1	1	Beulah (CBS)	11.3
2	2	Tide Show (CBS)	8.4
3	4	Lowell Thomas (CBS)	7.7
WEEKDAY (Average For All Programs)			(5.9)
1	1	Arthur Godfrey (Ligg. & Myers) (CBS)	10.3
2	2	Romance of Helen Trent (CBS)	9.7
3	3	Our Gal, Sunday (CBS)	9.5
4	4	Ma Perkins (CBS)	9.3
5	6	Wendy Warren and the News (CBS)	9.2
6	5	Arthur Godfrey (Nabisco) (CBS)	9.1
7	7	Big Sister (CBS)	9.1
8	10	Arthur Godfrey (Pillsbury) (CBS)	8.7
9	8	Aunt Jenny (CBS)	8.5
10	12	Pepper Young's Family (NBC)	8.4
DAY, SUNDAY (Average For All Programs)			(3.0)
1	1	True Detective Mysteries (MBS)	9.8
2	2	The Shadow (MBS)	9.2
3	3	Martin Kane, Private Eye (MBS)	7.0
DAY, SATURDAY (Average For All Programs)			(5.6)
1	2	Grand Central Station (CBS)	10.4
2	3	Armstrong Theatre (CBS)	10.3
3	1	Stars Over Hollywood (CBS)	9.2

NOTE: Number of homes is obtained by applying the "NIELSEN-RATING" (%) to 41,903,000—the 1951 estimate of Total United States Radio Homes.
(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes.
Copyright 1951 by A. C. NIELSEN CO.

BORDEN STARLAC

EXCLUSIVE!

To introduce a fine new product, Borden chose KJR and the Ann Sterling program for their only radio in Western Washington.

KJR
SEATTLE 5000 WATTS AT 950 kc.
A Marshall Field Station
—THE VALUE-FULL STATION
ABC AFFILIATE

REPRESENTED NATIONALLY BY AVERY-KNODEL, INC.
New York • Chicago • Los Angeles • San Francisco • Atlanta

In town and country
CBS

. . . radio listeners eagerly await such programs as Jack Benny - Lux Theater - Arthur Godfrey - Edgar Bergen - Amos & Andy - Bing Crosby and scores of other big-name CBS Productions . . . This is a potent reason why KROD is your best radio buy in the El Paso Southwest.

CBS Affiliate
600 on Your Dial

5000 WATTS
Southwest Network
Roderick Broadcasting Corp.
Dorrance D. Roderick
President
Val Lawrence
Vice President & Gen. Mgr.
Represented Nationally by
THE O. L. TAYLOR CO.

Reach This Rich Market Through Your Southwestern Salesman

COMMENTS ON ALLOCATIONS

FCC May Delay Deadline

POSSIBILITY that FCC may postpone the deadlines for comments upon its further revised TV allocation proposal appeared last week as industry representatives indicated they will need every minute to prepare the extensive data required.

Such postponement also would mean delay of the city-by-city allocation hearing now set for May 23.

Thus far "Part III" of FCC's exhaustive TV allocation docket hasn't been augmented by a single comment pertaining to the Commission's vastly revised plan, termed its "third report" on TV [BROADCASTING • TELECASTING, April 2, March 26]. But informal intra-industry comment has been considerable, and signs point to many petitions for additional time in which to prepare comment and opposition to new allocation proposals.

Three week extensions were granted by the Commission in the case of the mid-1949 revision of the allocation plan (first revision was mid-1948). An FCC spokesman last week said the Commission may not be disposed to grant any last-minute extension this time, but perhaps would favorably consider valid extension bids if filed early.

In brief, FCC's new plan would allocate all of the UHF, which with present VHF would permit 2,000 stations in more than 1,200 communities throughout the U. S. The plan would reassign 31 of the 107 operating VHF stations to new VHF channels.

It also proposes to promptly unfreeze VHF-UHF in U. S. territories, unfreeze UHF in the U. S. generally, or in areas where possible, and to unfreeze power boosts for existing VHF stations where allocation policy permits. However, considerable skepticism has developed in the industry whether any such "partial thaw" will be practical once the deluge of comments is in hand.

At best, some industry observers see no overall lifting of the TV freeze on new station construction possible until next year. The top optimists still cling to late this year, however. The freeze was imposed Sept. 30, 1948.

"Where does TV go from here?" will continue to be the chief enigma of the industry for some time to come, attended by the equally unknown factors of defense mobilization and color litigation, both of which are important to the overall picture.

Broadly speaking, industry seems generally satisfied with the engineering job done by FCC in its new plan, although speculation on utility of the UHF ranges from grave doubt to great faith. As to allocation policy and proposals FCC has not won the same general favor by any means.

FCBA Stand

The Federal Communications Bar Assn., through its president, Washington radio attorney William A. Porter, last week told BROADCASTING • TELECASTING it would stand firm on its earlier contention FCC's policy of fixed allocation and rule-making procedure are unlawful. The Commission is expected to schedule oral argument on the FCBA petition before making a final ruling.

The Assn. of Federal Communications Consulting Engineers fortnight ago told BROADCASTING • TELECASTING it considered FCC's engineering based on too ideal principles without due regard to the practical aspects of allocation. AFCCE thought the allocation plan too rigid and over-simplified.

Other legal and engineering comments not previously reported in detail include the following from the Washington scene.

Among the attorneys were these comments:

William A. Roberts of Roberts & McInnis, DuMont counsel, noted FCC's engineering revisions substantially followed many of the DuMont recommendations. Although supporting FCC's first priority to supply a TV service to all of the U. S., he indicated disagreement with the second priority (provide each community with at least one station) and would substitute provision for a multiple-network competitive system nationally. This would require three or four network stations in each major market, he indicated.

Competitive situation in VHF in large markets has been hurt by the educational reservation, Col. Roberts felt, with intermixture the effect and not a cause. Agreement was indicated, however, with UHF educational reservation.

Cites Legal Issues

Arthur W. Scharfeld expressed concern over legal aspects of the allocation theory. He said:

Admittedly, the task of providing adequate television service for the entire U. S. is a most difficult and complicated one, but it seems to me the third proposed allocation plan does not comply with the legal requirements of Sec 307 (b) of the Communications Act calling for a fair, efficient and equitable distribution of radio service among the several states and communities thereof, and requiring applications for licenses to be granted "when and insofar as there is demand for the same."

The plan itself seems to be based almost entirely upon engineering considerations while other primary factors affecting fair, efficient and equitable distribution of television facilities have been largely neglected.

Even more important, perhaps, is the fact the Commission has postponed until the conclusion of the entire reallocation proceeding the question raised in this proceeding of whether any allocation plan can constitute the "demand" contemplated by the Act.

It may well be the entire allocation plan, irrespective of substantive merit or fault, is contrary to law; certainly, therefore, the Commission should immediately take steps to determine the legality of adopting an allocation plan before conducting further hearings on the specific proposed assignments of channels to individual communities.

Arthur H. Schroeder of Miller & Schroeder felt although FCC on whole did "commendable job," the educational reservations and intermixture policy may prove "unrealistic" and raise more problems "than we had before."

Paul M. Segal of Segal, Smith & Hennessey, who said just about all of his clients are already in TV, predicted in view of the limited competition VHF operators will face under FCC's plan in most major markets that a "million dollar a year profit" for such an operator "will be peanuts from now on."

Every operation "monopoly" has been "strengthened," he stated, as a result of the Commission's mixing UHF channels in large cities rather than adding the needed VHF channels. The competitive situation has been further weakened, he indicated, as a result of the educational reservations.

Marcus Cohn of Cohn & Marks thought the new plan "a break for presently existing stations" but felt newcomers will find the problem more difficult. He saw unknown complications possibly evolving from VHF-UHF intermixture, as well as the unknown circumstances of operation and equipment for UHF itself.

Ben S. Fisher of Fisher, Wayland, Duvall & Southmayd considered the "inflexible" nature of the allocation "conglomeration" may lead to more hearings and conflicts than previously supposed. He felt closer attention should be given to allocation of channels where need for such facilities might more practically be met.

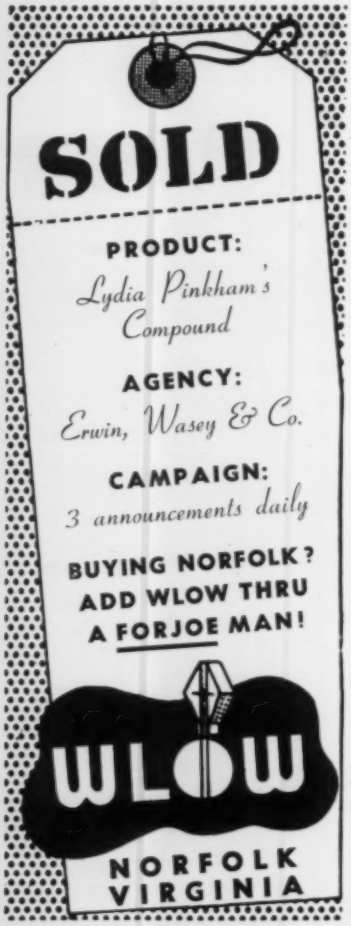
Jameson View

Guilford S. Jameson thought FCC "has acted in the public interest in providing a plan of allocation of the limited channels available so as to insure the maximum use thereof to the greatest number of communities."

"A major defect in the plan," Mr. Jameson observed, "is the failure to provide an open door for any applicant from a community not provided for in the plan to secure a hearing as of right to test the validity of such allocations as would appear to obstruct an assignment to that community."

Maurice R. Barnes of Barnes & Neilson noted the new proposal "corrects many of the defects of the old plan and makes possible the operation of additional television stations." He felt the "few in equities and oversights . . . can easily be corrected."

John F. Clagett of Clagett &



Schilz observed the RCA-CBS color TV battle in the U. S. Supreme Court "strikingly presented a question involved in the Commission's allocation of TV channels."

"That question," he said, "is whether, in the case of color standards on the one hand, and channel allocation on the other, both involving a dynamic, revolutionary, ever changing, ever growing art and science, you can lay down a static allocation plan any better than you can a crystalized, full-blown color system."

Edward K. Wheeler of Wheeler & Wheeler, counsel for Radio-Television Mfrs. Assn., indicated he was "more optimistic than many persons respecting the quality of service that UHF stations will render."

'Sound Recognition'

He said the FCC proposal "gives sound recognition to the basic engineering principles underlying a sound allocation plan. Its proposals on oscillator radiation, intermodulation, image interference and I.F. beat accord with the testimony of RTMA witnesses."

Philip M. Baker of Baker & Thompson reflected that because of "tremendous costs" involved in TV, and unknown costs in UHF, he felt FCC might consider allowing several small licensees in an area to pool their resources to provide a TV service.

Norman E. Jorgensen of Krieger & Jorgensen stated "the $64 question is UHF."

"Is there anyone who will say UHF stands today where VHF stood in 1946?" he asked. "Or, to put it another way, setting aside the defense program and its restrictions, can UHF achieve the success of VHF by 1956-57, if licensing were to begin during 1951?

D. F. Prince of Prince, Cline-burg & Nunn considered the new plan in some respects "quite puzzeling" and "not adequate to the situation." Generally, he indicated he does not approve of reservation of channels.

Carl L. Shipley considered the "tail-wagging-dog allotment" of 10% of the channels to educational interests "is an unwise and unfair capitulation to the clamor set off" by Comr. Frieda B. Hennock. He feared TV reallocation might too easily grind into a protracted state of permanent indecision like the clear channel problem.

STAFFERS at KDKA Pittsburgh receive service pins after completion of at least 10 years of service. Walter Benoit (l), vice president, Westinghouse Radio Stations Inc., and Joseph E. Baudino (r), KDKA general manager, make the presentations to (l to r) Ed King, program department; Johnny Boyer, sportscaster; Ward Landon, technical department; Don Caldwell, accounting department, and John Scigliano, technical department. All except Mr. Landon, who received his 30-year pin, have completed 10 years' service with Westinghouse.

Among the consulting engineers' comments were these:

John Creutz felt the allocation proposals have finally been "shaken down to form they'll stick" even though there are not enough frequencies provided in the VHF. The engineering standards are more "realistic," he said.

Everett L. Dillard, general manager of Commercial Radio Equipment Co., said:

Without commenting upon VHF-UHF assignments to any given community, it is clear the Commission's latest TV plan establishes the fact that to attain a nationwide competitive TV service for all classes of communities, extensive use of the UHF assignments will be made. UHF TV is going to be with us. 85% of all available channels are UHF, only 15% of the total are VHF. Industry should adjust itself to this end.

It's obvious no UHF construction can be completed until the Commission settles whether the band of 470-500 mc is to be used for commercial TV or public carrier. Exact frequencies, not mere channel numbers, must be known.

I believe the TV plan will be finally adopted with minor modification. . . . There's no question but the demand for VHF channels greatly exceeds the supply.

William L. Foss of William L. Foss Inc., whose plan for reassigning eight Michigan and Ohio stations on a voluntary basis formed the nucleus of FCC's broader proposal to switch 31 existing VHF stations to different channels to solve interference conflicts, was "very happy" with the whole proposal. "It looks like a sensible answer," he said, adding new spacings and standards "are far more realistic than the old ones."

George E. Gautney of Gautney & Ray felt the plan a good job for the country as a whole. His partner, Homer A. Ray Jr., saw no reasons why UHF will not "just blossom out" since receiver problems shouldn't be difficult and UHF converters are cheap and will "come on the market immediately."

E. C. Page indicated there's not sufficient time by April 23, comment deadline set by FCC, "to fully analyze and evaluate the effects of a plan which took so long to conceive." He continued:

I believe any allocation plan tied into "rule making procedure" to be unnecessarily inflexible and detrimental to public interest. We have sufficient spectrum space for a national VHF television system, the blame for which lies directly with the Commission, in that inadequate channels for TV were obtained in the Interdepartmental Radio Advisory Committee division of frequencies, in which committee FCC is supposed to represent industry.

Therefore directional antennas must be used to provide all possible additional VHF channels in areas where allocations are now inequitable.

Two more VHF TV channels can be taken from the present 88-108 mc FM band and still leave sufficient FM channels for five services in most markets.

Educators have never fully utilized noncommercial radio in the past, except in a few outstanding instances. The present large reservation . . . is unrealistic and will retard the growth of TV service to millions of viewers. Educators can compete for commercial facilities under proposed rules and, if successful, can operate with the benefit of additional commercial income which can be used to improve their educational programming.

A UHF assignment is not equivalent to a VHF assignment. . . . Any allocation scheme, however deficient, which can be put into effect at present, is better than none at this late date.

Public Protection

Lynne C. Smeby stated FCC worries too much about protecting the public from set obsolescence when the public really protects itself in practice, judging whether or not before buying the cost vs. expected service. He noted in the case of FM, the new aural service didn't seem that much better than AM for the general public to pay the extra amount.

He felt the whole FM band shouldn't be taken just for the "few who like good music."

Considering CBS color "good," Mr. Smeby questioned why FCC didn't make the UHF channels wider than 6 mc to make the best use of CBS color now and to allow future possible development or "three-dimensional" color.

Raymond M. Wilmotte, whose proposals for "polycasting" (low power satellite plan) would not be adopted by FCC now but would be left for further experimentation in the 13 or 18 "flexibility" channels at the top end of the UHF allocation, said "FCC's . . . proposal comprises a vast amount of data for accurate calculation and the whole structure of the proposal is based on the accuracy of these data, arbitrarily but suitably weighted to make the UHF band appear more palatable than it really is compared with the VHF band.

"What does not appear," he said, "is that almost all this data is largely guess work. The fact is the amount of experimental data available as a basis for the UHF calculation is negligible. The report of 'Ad Hoc' committee appears to be the basis of substantially all curves and figures of the proposed rules, but this report

(Continued on page 54)

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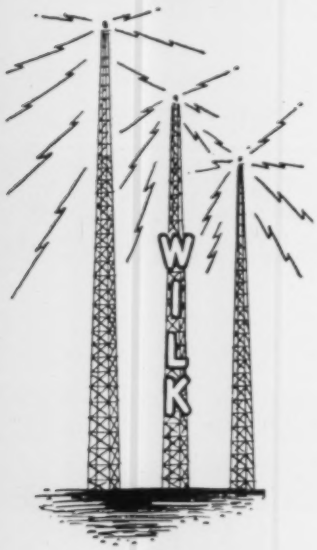

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WPEN LABOR

NLRB Reverses Examiner

A MAJORITY of the National Labor Relations Board last Thursday reversed a trial examiner's preliminary findings that the William Penn Broadcasting Co. (WPEN-AM-FM Philadelphia) had "illegally interfered" with employes' right to bargain freely by renewing a contract with the American Communications Assn.

At the same time the board, by a 4-1 vote, ruled that filing of a representation petition by a rival union—in this case, the IBEW (AFL)—does not automatically require the employer to cease dealing with the incumbent union.

The decision made plain, however, that an employer who elects to bargain with the incumbent in the face of a rival petition may still be subject to unfair labor charges if there is a question later of representation.

The electrical workers' union had sought to carve out a unit of 13 broadcast technicians and engineers, who had been included in an overall unit represented by ACA for 12 years. IBEW filed charges against William Penn when it renewed the contract with ACA granting increases. The board dismissed the complaint for lack of proof that the unit sought by IBEW was actually appropriate for collective bargaining.

Dissent was filed by Board Member John M. Houston, who claimed the employer should be required to remain "neutral" pending board study of the issue, and that William Penn violated the labor law by interfering with employes' right to select their own representative.

The majority opinion said the ruling would help to assure employes "the benefit of an uninterrupted bargaining relationship whenever a clearly unsupportable or specious rival union claim is made upon an employer."

Board Members James J. Reynolds Jr. and Abe Murdock, in a separate concurring opinion, joined Chairman Paul M. Herzog and Member Paul L. Styles in dismissing the complaint but added they would prefer to remand the case to take further evidence on IBEW's petition.

On All Accounts

(Continued from page 8)

year in the incubators of television. The experimentation was carried on principally at the GE station in Schenectady. Many members of that pre-war team became the "experts" and "veterans" who are today still setting a measurable part of the TV pattern in New York.

After four years—or a period roughly long enough for an alert functionary like Mr. Montgomery to memorize the tripping names behind the company's initials—he left BBDO to accept an offer at Geyer, Newell & Ganger, New York. There he serviced Squibb's *Academy Award Theatre* and the *David Rose Show* for Nash-Kelvinator.

His next move, after a year, was to his present agency, Kenyon & Eckhardt, as supervisor on the Borden commercials. His manifest imaginativeness in that spot soon recommended him for the job as producer on the *Ford Theatre;* and shortly his talents were being requisitioned for use on many of the other properties within the agency. In February his substantial though somewhat unofficial influence was formally recognized with his appointment as vice president in charge of radio and television.

The Montgomerys—she is the former Margaret Matthews, an ex-Lt. Senior Grade in the Waves—live in Hartsdale, N. Y. They have one son, Garth Noonan (Mike) Montgomery Jr., 9 weeks old.

WCPO ELECTION

Ordered for Technical Unit

ELECTION to determine whether certain technical employes at WCPO-AM-FM-TV Cincinnati shall be represented as a combined unit by the International Assn. of Broadcast Engineers and Technicians of IBEW Local 1224 was ordered last Tuesday by the National Labor Relations Board.

In directing the election, the board ruled out IBEW's claim that it has an existing agreement with the employes; that the contract serves as a bar to present IABET-WCPO negotiations; and that separate units for AM-FM-TV operations are appropriate. A contract between IBEW and WCPO was not "automatically renewed" on Aug. 21, 1950, and an oral agreement, claimed by IBEW, cannot be used to rule out elections, the board added.

NLRB found that all technicians and engineers employed at WCPO-AM-FM-TV, excluding three supervisors and executive or administrative personnel, should be considered a single unit. The election will be held within 30 days.

IBEW ELECTIONS

Certifications at 3 Outlets

CERTIFICATIONS for local unions of the International Brotherhood of Electrical Workers at three stations — WTOP-AM-FM-TV Washington; WWBZ Vineland, N. J., and WMGW Meadwille, Pa. —have been handed down by the National Labor Relations Board.

Elections at WTOP-TV were won by IBEW over the rival NABET, which had served as union representative for WOIC (TV), now merged with WTOP since February 1950. IBEW Local 1215 already held an agreement with WTOP-AM-FM technical employes. NLRB certified the results, 35-13, last Monday. At WWBZ, IBEW Local 1241 was chosen to bargain for all technical employes. WMGW technicians and engineers selected IBEW Local 504.

Comments on Allocations

(Continued from page 53)

specifically stated it covered only the VHF band and even that coverage involved expanding a hovel of experiments into a palace of deductions." Mr. Wilmotte continued:

To this criticism may be answered that there was no other data available. That is true but has the Commission attempted to obtain data? The amount of experimental work carried out since 1945 is shamefully small. "No money," says the FCC. That is also true, but if the Commissioners were as interested in engineering progress as they are in legal amenities, someone would have found a way of obtaining additional and reliable engineering data.

The broadcast industry is large, healthy, and much of it wealthy. It has on previous occasions really produced valuable information, but how can it be expected to carry out experimental work without some leadership from the body that decides its engineering fate?

FCC acts as though it regards engineering as a disease with which it must unfortunately live. A healthier attitude would be to embrace engineering and see to it the way is made clear for it to develop in directions which will benefit the public and not to partially cripple it with uncontrolled doses of legal medicine. It is not likely, therefore, the rules will reflect the breadth of vision and possibilities which are the hallmark of modern American engineering.

For example, it seems incredible but it is true, that the proposed rules do not indicate even an attempt at developing a way of providing an economic television service to large rural areas.

With its psychological block against engineering the Commission can only judge things as they are today. What engineering can make tomorrow is none of its concern, the Commission has effectively decided.

Hence, the decision on color TV, which might have been sensible some five years ago, is likely to prove out of date at a time when so many new ideas (not only RCA's system) are showing themselves.

In the proposed rules on UHF the Commission is playing fast and loose with a vital national, and rapidly decreasing, raw material—the radio frequency spectrum.

It is noteworthy the growing shortage of this natural resource is the main theme of the report by the President's Communications Policy Board.

. . . Surely with a wide and still unused band (UHF) in an era when in a relatively short time there can be expected to come forth much improved definition, color, freedom from noise, as well as narrow band TV, it cannot be in the public interest to standardize on a system which is already showing signs of being archaic and to close almost all of it, probably for all time, to these coming achievements.

The Commission in so doing is effectively slamming the door in the face of these developments.

In August 1949, hearings were open on these rules; the FCC presented at that time a proposal. Now, over 2½ years later, after thousands of pages of testimony obtained at terrific cost to all, practically the same rules are presented. Is not the inference that the industry has made no appreciable technological progress? If that is so, then it is unique among American industries.

There can only be two conclusions: either the FCC has been blind to the technical potentialities presented to it, or its policies are such that they discourage and suppress the free evolution of allocation engineering.

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NOT JUST TEENAGERS--

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Altho 4 of the "Top 10 Children's Shows" ★ are on **KTLA**

★ Tele-Que, February 1951

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EDUCATIONAL TIME BILL

Celler Measure Proposes 25%

FIRST attempt to legislate a fixed percentage of commercial TV station time for educators' programs was marked on Capitol Hill last Thursday.

It came in the form of a bill (HR 3543), introduced in the House by Rep. Emanuel Celler (D-N. Y.). In his words, the measure would provide "that at least 25% of the television operating schedule of each commercial television station be devoted to non-commercial educational programs."

Congressman Celler said: "This idea is partly in line with the recommendations of the distinguished Federal Communications Commissioner, Miss Frieda B. Hennock."

The bill states that the FCC could prescribe regulations "as may be necessary" to carry out provisions of the amendment to Sec. 307 of the Communications Act "to insure that . . . non-commercial educational programs will be carried at such times during broadcast days as will reasonably serve the public interest."

Specifies Hours

But, in a statement accompanying the bill, Rep. Celler goes further. He opined that "hours should be set aside in the evenings during the week, and in the afternoons on Saturdays, Sundays and holidays, so that these programs would not be buried in graveyard hours."

In referring to FCC hearings held on the reservation of TV channels for non-commercial educational organizations, Rep. Celler said that he believed that the proposal to set aside a fixed percentage of stations for educational programming would be "unworkable and untenable."

Rather, he asserted, each TV station "should yield one quarter of its time for sustaining cultural, spiritual, industrial advancement —in short for educational purposes."

The Celler Bill, referred to the House Interstate & Foreign Commerce Committee, would make "each commercial television station license renewed or issued by the Commission" after the date the measure is enacted, "subject to the condition that at least 25 per centum of the time covered by the regular program operating schedule of the station shall be devoted to noncommericial educational programs."

In complying with this condition, the licensee would not be permitted to "demand or receive any money, services, or other valuable consideration" for time and facilities furnished for educational use.

"To argue that such a plan (Celler Bill) would be too costly and uneconomic is absurd. Surely, the cost or freight could be added to the cost of the remaining hours," the Congressman asserted.

While this was the first specific request for educational TV legislation,, both Sen. John W. Bricker (R-Ohio) and Rep. James I. Dolliver (R-Iowa) have introduced resolutions in their respective Houses asking for FCC study and a reporting to Congress on the allocation of TV channels for use by educational institutions [BROADCASTING • TELECASTING, Feb. 12].

CELEBRATING the 100th performance on Easter of *Philco Television Playhouse* on NBC-TV, the network presented Philco with a cake bearing 100 candles. James H. Carmine (l), executive vice president of Philco Corp., is shown accepting the cake from two NBC pages who went from New York to Philco executive offices in Philadelphia to make the presentation. The program is telecast over the entire NBC-TV network Sundays.

P&G LEADS TV

Top Network Spender in January

PROCTER & GAMBLE, radio's top network advertiser, took first-place honors for January in TV network gross billings, according to figures released by Publishers Information Bureau to BROADCASTING • TELECASTING. The soap company, with purchases of $348,835 during January, nosed out R. J. Reynolds Tobacco Co., whose expenditures totalled $330,745.

Anchor-Hocking spent $259,710 in gross billings to rank third, while General Foods Corp. placed fourth with $248,160 total billings. Fifth position was taken by Ford Motor Co., which invested $243,385 during the month.

The food group led all product categories, with a total of $1,699,005 in network gross billings. Within this group, General Foods ranked first with purchases of $248,160.

The tobacco manufacturers, led by R. J. Reynolds, spent $1,151,627 to place second among the product groups while third position was taken by the Toiletries & Toilet Goods manufacturers with expenditures totalling $906,682. Colgate-Palmolive-Peet ranked first among the latter group by investing $152,451. Fourth and fifth, respectively, were the $832,987 invested by the automobile manufacturers and the $631,615 of the Household Equipment group.

* * *

TOP TEN TV NETWORK ADVERTISERS IN JANUARY 1951

1. Procter & Gamble	$348.835
2. R. J. Reynolds Tobacco Co.	330,745
3. Anchor-Hocking Glass Corp.	259,710
4. General Foods Corp.	248,160
5. Ford Motor Co.	243,385
6. Liggett & Myers	242,055
7. P. Lorillard	215,311
8. National Dairy Assn.	199,400
9. Philco Corp.	175,005
10. Quaker Oats	173,265

LEADING TV NETWORK ADVERTISERS BY PRODUCT GROUPS FOR JANUARY 1951

Apparel, Footwear & Acces.	International Shoe Corp.	$ 63,253
Automotive, Automotive Supplies & Equip.	Ford Motor Co.	243,385
Beer, Wine & Liquor	Pabst Sales Corp.	115,055
Confectionary & Soft Drinks	Mars Inc.	58,675
Consumer Services	Household Finance	17,100
Drugs & Remedies	Miles Labs	36,240
Food & Food Products	General Foods	248,160
Gasoline, Oil & Other Fuels	Texas Co.	127,500
Household Equip.	General Electric	121,220
Household Furnishings	Mohawk Carpet Co.	128,660
Industrial Materials	Anchor-Hocking	259,710
Insurance	Prudential Life Insurance Co.	28,350
Jewelry, Optical Goods & Cameras	Speidel Co.	63,000
Office Equipment, Stationery & Writing Supplies	Minnesota Mining & Mfg Co.	15,260
Publishing & Media		
Radios, TV Sets, Phonographs, Musical Instruments & Acces.	RCA	126,360
Retail Stores & Direct Mail	Kroger Co.	17,340
Smoking Materials	R. J. Reynolds	330,745
Soaps, Cleansers & Polishes	Procter & Gamble	316,285
Toiletries & Toilet Goods	Colgate-Palmolive-Peet	152,451
Miscellaneous	Quaker Oats	44,100

* * *

TV NETWORK GROSS BILLINGS FOR JANUARY 1951 BY PRODUCT GROUPS

PRODUCT GROUP	JANUARY 1951
Apparel, Footwear & Access.	$ 194,943
Automotive, Automotive Supplies & Equip.	832,987
Beer, Wine & Liquor	370,848
Confectionary & Soft Drinks	171,609
Consumer Services	27,690
Drugs & Remedies	81,900
Food & Food Products	1,699,005
Gasoline, Oil & Other Fuels	203,460
Household Equip.	631,615
Household Furnishings	348,785
Industrial Materials	310,110
Insurance	41,910
Jewelry, Optical Goods & Cameras	158,050
Publishing & Media	
Office Equipment, Stationery & Writing Supplies	15,260
Radios, TV Sets, Phonographs, Musical Instruments & Access.	441,150
Retail Stores & Direct Mail	17,340
Smoking Materials	1,151,627
Soaps, Cleaners & Polishes	422,615
Toiletries & Toilet Goods	906,682
Miscellaneous	101,910
TOTAL	$8,129,856

FCC 'BLACKJACK'

Movie Groups Hit Back

FCC "wields a blackjack," chorused movie picture interests last week. Cry was the aftermath of the Commission's March 28 announcement of policy in licensing station cases in connection with violation by an applicant of laws other than the Communications Act [BROADCASTING • TELECASTING, April 2]

One question that the FCC proposes to consider under this policy is reported withholding from television by movie firms of important films, and restriction of television performances by talent under contract to them.

Aside from the clamor of Allied States Assn. of Motion Picture Exhibitors and other movie groups, Sen. Alexander Wiley (R-Wis.) directed a letter to the Commission expressing his belief that the FCC "stepped out of bounds" in its action.

Sen. Wiley, former chairman of the Senate Judiciary Committee which was responsible for the adoption of the Administrative Procedure Act, asserted that "one of the cardinal features of that Act was that no individual or company could become subject to adverse ruling by a Federal Government Commission until the individual or company had had a fair opportunity for a thorough hearing in which it could present its side of the case."

FCC Out of Bounds

He said that the Commission had overstepped itself, as a quasi-judicial body, when it "in effect indicted" the motion picture industry without giving that industry opportunity to participate in public hearings on the question.

"An indictment without hearings amounts to . . . intimidation," he declared and asked how the Commission can justify, "if at all, its very unusual and to my way of thinking, extra-legal approach to this question."

Allied States Assn. of Motion Picture Exhibitors, representing independent exhibitors, claimed that the report "did not even hint that the Commission wished to be enlightened as to its authority to advise applicants . . . as to the use they should make of properties which are not subject to the Commission's regulatory powers."

The group conjectured further that the FCC "to make good" on its primary principles in making case-to-case determination of applications, "must exercise strict control over the motion picture companies, even to the extent of fixing prices for their products."

ASAMPE expressed belief that TV would not pay film rentals approximating those derived from theatres and cited that patron admissions usually are 50¢ or more to movies with film rental charges ranging from 25% to 40% of gross receipts.

If the same ratio of payment was asked of TV people, bristled the exhibitor group, "they (television) will run snivelling to the Commission and claim that the movie companies are flouting the Commission's policy."

Additionally, ASAMPE maintained jeopardizing movies for the sake of television was threatening $300 million in admission federal taxes; that the FCC report "hurled a rock at the film companies; but it struck the exhibitors."

ITOA Charge

The Independent Theatres Owners Assn., representing most of independent houses in New York metropolitan area, likewise described the FCC action as "attempting to blackjack the motion picture industry into committing hari-kari."

"If the success of television depends upon the acquisition of better films, they can have them if they pay the price," ITOA said.

Unofficial reports from Hollywood film companies were to the effect that the FCC had overreached itself; and that they should not be forced to let a major competitor give away free what the companies had to sell.

The April 3 *New York Times* comments editorially that the FCC "ignores completely" the economic realities which today separate Hollywood and television. The "least expensive" film requires a gross of $1 million, while the "most expensive" show on TV, including talent and time, runs to $85,000, the editorial offers as comparison.

LANE BILL

Would Give FCC Power To Censor TV Shows

FCC would have the power to censor television programs under a bill (HR 3482) introduced in the House last Tuesday by Rep. Thomas J. Lane (D-Mass.).

Thus, Congressman Lane has put into legislative form what he has already expounded on the floor of the House [BROADCASTING • TELECASTING, March 5].

In his House speech of late February, Rep. Lane had suggested to Congress that it set up a censorship board within the FCC to pass on "every telecast in advance . . . to cut out all words and actions that arouse the passions, or that hold up any individual, race, creed, group, or belief to mockery and derision."

At that time, Rep. Lane warned, during an interview with BROADCASTING • TELECASTING, that he would introduce a bill to establish a censorship board if there was no initiative in either the Congress or in the FCC.

The New Englander said his bill would clean up "lewd and repulsive" television programs. He asserted the television industry has "thrown all standards to the winds" and is "running wild."

Rep. Lane's bill would amend Sec. 326 of the Communications Act (see text in editorial below).

The measure was referred to the House Interstate & Foreign Commerce Committee.

The Congressman had chastised television programming coincident with criticism voiced in his home state by churchmen. In his House speech, Rep. Lane cited statements of Archbishop Richard J. Cushing of Boston and Bishop John J. Wright of Worcester, Mass. Bishop Wright had attacked a wedding ceremony telecast as without taste; the Archbishop had warned that the television industry seemed destined for censorship.

NCAA TV BAN

Definite Plan Being Set

TV COMMITTEE of the National Collegiate Athletic Assn. is to meet this week to forge a definite plan concerning the telecasting of member football games during the upcoming season. This plan is then to be submitted to the Dept. of Justice which currently is investigating NCAA's ban on live telecasting.

The meeting reportedly will be either in New York or Chicago about Wednesday. At that time the TV steering committee is slated to crystallize into one formula several possibilities which it now has under consideration.

On April 2, members of the committee, led by Chairman Tom Hamilton, director of athletics at the U. of Pittsburgh, advanced their views in a meeting with Asst. Atty. Gen. H. Graham Morison, head of Justice's anti-trust division [BROADCASTING • TELECASTING, April 2].

The department reported that it was "mutually agreed" that NCAA would provide additional information. Meanwhile, a meeting of the TV committee, scheduled for April 6-7, was postponed until this week.

The Smell of Censorship . . . . . AN EDITORIAL

THERE is a one-sentence section of the Communications Act that more than once has been the only obstacle preventing authoritarian-minded members of the FCC from usurping control over radio and television programming.

Section 326 expressly forbids the Commission from censoring broadcasts and from interfering with the broadcasters' rights of free speech.

A Massachusetts Congressman who several weeks ago delivered a tirade in the House on what he described as the low morals of television (a few days after Archbishop Cushing of Boston made a similar attack) now seeks to remove this single barrier to FCC censorship.

The amended Section 326 proposed by Rep. Lane is worth quoting in full:

Sec. 326. No regulation or condition shall be promulgated or fixed by the Commission which shall interfere with the right of free speech by means of radio communication; but the Commission shall have authority to promulgate regulations for the purpose of preventing inclusion in television broadcasting programs of any language, sound, sign, image, picture, or other matter or thing which is obscene, lewd, lascivious, or otherwise offensive to public decency.

Without more than mentioning the obvious fact that the second half of the amendment directly contradicts the first and the inconsistency of proposing that television would be regulated but not radio, we wish to point out that the Lane amendment is unworthy of serious considerations for two reasons.

The first is that laws prohibiting the broadcasting of filth already exist, reposing where they belong in the U. S. Criminal Code which makes the broadcasting of obscenities a crime punishable by as severe penalties as $10,000 fine and two years imprisonment.

Second, and far more important, is that Rep. Lane's amendment would firmly establish the FCC as a board of censors.

Such support as Rep. Lane can muster for his proposal will doubtlessly invoke the argument that the measure empowers the Commission only to review programs on the question of whether or not they are lewd and hence does not constitute censorship in the sense of a broader inspection of programs.

The argument is wrong. Censorship either exists or it doesn't. You get the works or nothing at all.

In rewriting a one-sentence section of the Communications Act, Rep. Lane would make a profound change in the whole concept of free speech that has evolved from the First Amendment of the U. S. Constitution.

The measure, if passed, would revoke the rights that are among the most necessary ingredients of democracy.

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Three years, U. S. A. A. F.
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One year, Foley Buick Sales Co.
Free & Peters (Chicago Office) since June, 1950

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Bill Wiemers is another example of our basic F&P philosophy that good men are the most important thing we have to offer you. Not just good salesmen or analysts or research men, but good "all-around" men who work night and day at the job of figuring how TV can work most effectively for you. That's why we're genuinely interested in any problem you give us, and then *see it through*, down to the last detail. . . .

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LOUISVILLE (WAVE, Inc.)	**WAVE-TV***
MIAMI (Wometco Theatres)	**WTVJ**
MINNEAPOLIS–ST. PAUL (DISPATCH-PIONEER PRESS)	**WTCN-TV**
NEW YORK (THE NEWS)	**WPIX**
ST. LOUIS (POST-DISPATCH)	**KSD-TV***
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TVA STRIKES AT KFI-TV

First by Union

TELEVISION Authority pickets last week outlined studios of KFI-TV Los Angeles as that station suffered the unhappy honor of being the first TV station to be struck by the one-year old union. Strike was called Wednesday following inability of the union and station to reach an agreement.

After formal TVA demand to the station that it be given equal air time with the station to present its side of the dispute to the public, according to FCC regulations, George Whitney, KFI general manager, notified the union that, although the station was under no obligation to do so, it would give TVA 15 minutes of Class A time any day the union chose.

Anthony Statements

The station has gone on the air several times since beginning of the strike with statements by Owner Earle C. Anthony.

AFM Local 47 has ordered its members not to cross the picket line. The decision was reached when AFM's legal staff found such a move in keeping with the Taft-Hartley Law. Los Angeles Chapter of NABET, which has a contract with the station, at press time had not asked its members not to cross the line, but said it will protect any member who refuses to do so. AFM does not have a contract with KFI-TV.

The union charges the station with refusal to recognize it; to bargain with it in good faith; and "discriminatory discharge" of three union members a few weeks ago [BROADCASTING • TELECASTING, March 19]. Approximately 12 artists are affected by the strike. Members of five groups making up TVA (AFRA, AGVA, AGMA, Actors Equity, Chorus Equity) have been instructed by the union not to work on TV for the station and to aid the strike in any way possible.

In a statement issued late Wednesday afternoon, Mr. Anthony stated that he has "good reason to believe" that TVA did not represent the majority at the station and hence KFI-TV declined to participate in negotiations with them. Until the union can prove that it does represent the majority and shows proof of its authority to negotiate, the station, he said, would refuse to recognize it. Mr. Anthony further stated that release of three AM announcers charged by TVA as discriminatory, followed separation of the radio and TV staff. At that time, he said, a large staff was no longer required to serve the radio station, whereas directors-announcers were needed for the TV station, positions which the three discharged men were not equipped to fill.

KFI-TV will continue to operate approximately six hours daily Monday through Friday with a revised schedule of filmed and live programs. TVA successfully concluded contracts with the six other local TV stations covering performers on live TV programs two weeks ago [BROADCASTING • TELECASTING, April 2].

COUNCILCASTS

NYC Ban Is Hit

REFUSAL of New York's City Council to allow TV cameras and microphones into a public sales tax hearing scheduled Friday last week stirred a wave of indignant complaints, and prompted WOR-AM-TV New York to an "all-out saturation campaign" against the decision.

"Every available opening" on both stations would be devoted to urging listeners to telephone the council, Theodore C. Streibert, president of the stations, announced Wednesday. City Hall the following day reportedly was "deluged" with phone calls and messages.

Meanwhile, the council, which stood 6 to 4 against admitting radio and TV to the hearing, rocked glumly in a growing swell of public opinion. Broadcasters were reinforced by the Anti-Sales Tax Committee, whose chairman Bonwit Teller, and president, Walter Hoving, demanded that Mayor Impellitteri over-rule the council's decision and charged the mayor's office with "trying to hide the council hearing . . . under a bushel."

Majority members of the council gave varying reasons for its decision, running from "the public in general wouldn't understand the figures" to the view that the purpose of the hearing was "not to enlighten the public, but to enlighten the committee (of the council)."

In an editorial titled "The Frightened Councilmen," *The New York Times* recalled that council sessions were once broadcast over WNYC, New York's municipal station, and provided "a rare mixture of education and entertainment . . ."

The editorial continued:

The finance committee fears that it might again look foolish, and furthermore, that the sales tax on television might stir a new and incalculable lot of resentment. After Kefauver, the councilmen are a frightened lot.

WARN EDUCATORS

FCC Asks Engineering Data

EDUCATORS were cautioned by FCC Thursday they too will have to submit engineering statements to support contentions a reserved channel should be retained in any given city rather than moved elsewhere as a commercial facility.

Similarly, the Commission emphasized, all applicants proposing to retain or move any channel in any specific city must submit engineering support of their requests. It also was pointed out an argument favoring or opposing just the "reservation" of a channel for noncommercial educational use need not be supported by engineering statement.

Assumes Risk

However, it was explained, any person "who files a comment solely with respect to a proposal to reserve or not to reserve a specific channel for noncommercial educational use assumes the risk that from an engineering viewpoint that channel may be deleted from the community where it is proposed to be assigned."

FCC's interpretation of procedural policy contained in its "third report" on further revised TV allocation proposals (see earlier story page 52) was contained in a letter to Brig. Gen. Telford Taylor, counsel for the Joint Committee on educational Television. JCET, which pressed education's cause for 20% reservation of channels during the Commission's hearing on general allocation issues, had requested explanation of the policy that comments must be supported by engineering data.

FCC's plan would reserve 10% of the VHF-UHF channels for educational use.

Deadline for initial comments favoring or opposing aspects of the allocation proposal is set April 23 while replies thereto must be filed by May 8. Hearing on city-by-city allocation proposals is set to commence May 23, but FCC has appeared disposed to postpone these dates in view of industry's workload in responding to the plan.

FCC told JCET in part:

Paragraph 12 of said "Third Notice" does not require that a comment filed in support of the Commission's proposal to reserve a channel for noncommercial educational use be accompanied by a supporting engineering statement. Further, such an engineering statement is not required to support a request that a given channel not now reserved for noncommercial educational use be so reserved, or that a given channel now reserved be not reserved.

However, it should be pointed out that a comment filed with respect to support for or opposition to a reservation of a particular channel, unless accompanied by an engineering statement, does not carry with it support for or opposition to the assignment of the specific channel to the specific community.

In short, a comment which seeks to support the Commission's proposal to assign a specific channel to a specific community and which also seeks to support the Commission's reservation of that channel for noncommercial educational purposes must be accompanied by an engineering statement.

In a talk before the Television Assn. of Philadelphia last week, Dr. Roy K. Marshall, lecturer, astronomer and TV educator, contended commercial stations would be better able to do the educational job programwise and felt children's educational shows should be sponsored.

"Better programs could be produced if they were financed," he said, indicating milk dealers associations might be good sponsors. He also thought education could better spend its money by buying time on commercial stations, thus acquiring expert facilities and experience.

Complete early April issue of the Federal Security Agency's *Higher Education* discusses the educational TV issue and the recent hearings.

Another Washington attorney, and a management consultant, last week also took issue with the FCC's educational reservation proposal.

L. Alton Denslow of the law firm of Le Roy & Denslow said "while no one will dispute that ideally television should be utilized to the fullest extent for such purposes, I have serious doubts that any scheme of preemption is practical."

Management Consultant Howard S. Frazier felt FCC's reservation plan "is probably good public relations. However, unless educators today are vastly different from those two decades ago, they can be expected to do little more with television than they did with radio."

On other aspects of the proposal, Mr. Frazier felt FCC erred in not giving full consideration to the use of directional antennas, by means of which more VHF stations could be allocated instead of substituting UHF. He also saw parallels to FM history for the UHF, indicating applicants should go slow and consider all factors involved before undertaking UHF.

ABC CHANGES

Laws Heads Western TV Sales

ROBERT F. LAWS, general TV sales manager, ABC Western Division, has been named sales manager of the network's Los Angeles television affiliate, KECA-TV, as ABC continued further reorganization of its TV sales department following its recent separation of radio and television operations. Tom Sarnoff, assistant production manager of KECA-TV, joins sales staff as supervisor of sales operations and assistant to Mr. Laws.

Put in charge of TV national spot sales from Los Angeles is L. D. (Bill) Larimer, who will represent the ABC-TV network and stations WJZ-TV New York; WENR-TV Chicago; WXYZ-TV Detroit; WMAL-TV Washington.

Bill McDaniel, assistant to Mr. Laws as sales manager, KECA-TV, becomes fulltime account executive for that station and Los Angeles representative for KGO-TV San Francisco. Marvin Briggs, Rudy Rudolph, and Bob Hill, account executives, will also sell for KECA-TV and represent KGO-TV.

here are the FACTS!

IN

HUNTINGTON

WEST VIRGINIA'S LARGEST CITY

MORE PEOPLE LISTEN* TO

WSAZ THAN ALL** OTHER STATIONS COMBINED

ASK HOOPER . . . HE KNOWS!

HOOPER RADIO AUDIENCE INDEX JANUARY FEBRUARY 1951

SHARE OF BROADCAST AUDIENCE—HUNTINGTON, WEST VIRGINIA

MON. THRU FRI.	RADIO SETS IN USE	WSAZ	B	C	D	E	OTHER AM & FM
8:00 A.M.-12:00 NOON	16.5	76.1	4.0	5.8	7.9	5.3	1.0
12:00 NOON-6:00 P.M.	16.4	48.9	15.2	8.6+	14.7	10.8	2.1
6:00 P.M.-10:30 P.M.	18.8	54.5	16.4		7.6	15.6	5.8

+Adjusted to compensate for fact Station C signs off at 5:30 P.M. in January and at 6:00 P.M. in February.

TELLS MORE . . .
SELLS MORE . . .

To sell the HUNTINGTON-ASHLAND-IRONTON market you need (and need only) the 5000 watt voice of WSAZ

WSAZ

5000 D • 1000 N — 930 KC • ABC

REPRESENTED BY BRANHAM

* Weighted average 8:00 A.M.-10:30 P.M. Monday thru Friday.

** Includes both local and out-of-town stations.

'Operation Summer'

(Continued from page 15)

starting the end of April for 10 weeks in about 31 markets to promote its summer canvas and rubber footwear.

Best Foods, New York, also is planning a fair size spot and participation TV schedule starting late in April in about 30 markets. Contracts through Benton & Bowles, New York, will run through until the fall.

Philip Morris (cigarettes), through Biow Co., is using TV spots in Chicago before the baseball games and a 10-minute program in New York before and after the games on WPIX (TV) and WABD (TV) for a special summer campaign.

J. B. Williams Co. (Skol), through J. Walter Thompson Co., New York, is considering a test television campaign, and Hires Root Beer, through N. W. Ayer & Son, New York, also is considering some TV spot activity.

Plan to Continue

Network advertisers already planning to continue throughout the summer without hiatus are: U. S. Tobacco, sponsoring *Martin Kane, Private Eye* on NBC-TV; Pepsi-Cola, sponsoring Faye Emerson on ABC-TV; Philip Morris' Horace Heidt show on CBS-TV; Bymart Inc.'s Somerset Maugham show on NBC-TV; American Safety Razor's Robert Q. Lewis show on CBS-TV and Firestone Rubber Co., *Voice of Firestone* on NBC-TV.

DuMont network listed more than a dozen advertisers who will continue through the summer, including Premier Foods' *Johnny Olsen's Rumpus Room;* Sterling Drug's *OK Mother;* Emerson Drug's *Rocky King, Detective;* General Foods' *Capt. Video;* Drug Store Television Productions' *Cavalcade of Bands;* Gerber's Baby Foods' *Most Important People;* National Distillers' *Famous Jury Trials;* Consolidated Cigar Corp.'s *Plainclothesman;* Kaiser-Frazer's *Ellery Queen;* Skippy Peanut Butter's *You Asked For It;* Doeskin Products' *Eloise Salutes the Stars;* Bond Clothing Stores' *Hands of Mystery,* and *Cavalcade of Stars,* sponsored by Druggists of America in association with Drug Store Television Productions.

On other networks sponsors who will continue to advertise through the summer but will use less expensive shows for replacements are:

Schlitz beer will replace *Pulitzer Prize Playhouse* with a film show yet to be decided upon on ABC-TV; General Foods-Sanka looking for a hot weather replacement for *The Goldbergs* on CBS-TV, through Young & Rubicam; Kellogg Co., plans to replace the *Victor Borge* show on NBC-TV during the summer through Kenyon & Eckhardt; General Electric, through Y&R is looking for a summer replacement for Fred Waring on CBS-TV, and American Tobacco is preparing one through BBDO for *This is Show Business* also on CBS-TV.

In addition, two NBC-TV daytime five-times-a-week strips will have summer substitutes: The Bert Parks show sponsored by General Foods through Y&R, and Kate Smith, sponsored on various days, by Procter & Gamble, Corn Products, Chesborough Mfg. Co., Hunt Foods, Andrew Jergens Co., American Home Products and Hazel Bishop.

Westinghouse will replace its *Studio One* on CBS-TV effective June 18 with *Westinghouse Summer Theatre.* Lipton's Tea, through Y&R, is looking for a summer replacement, for *Arthur Godfrey's Talent Scouts* on CBS-TV. Philip Morris, through Biow Co., also is looking for a summer replacement for *Truth or Consequences* on CBS-TV.

Among the shows definitely taking summer hiatus are Bigelow Sanford Carpet's *Bigelow Theatre* on CBS-TV; Texaco's Milton Berle on NBC-TV, and *Kukla, Fran & Ollie,* sponsored on NBC-TV by *Life* magazine, RCA Victor and P&G. In addition, *Your Show of Shows,* Saturday on NBC-TV sponsored by Bymart Inc., SOS, Benrus, Crosley, and R. J. Reynolds, takes off during hot weather. Ben Blue will be offered as replacement for the 9-10 p.m. segment and Doodles Weaver for the 10-10:30 p.m. period.

CLAIMING a scoop on radio and news wires in San Diego, KFMB-TV San Diego telecasts climax of negotiations April 2 ending a 23-day transit system bus strike in the Southern California city. Setting final okay before TV cameras are (seated l to r) R. F. McNally, vice president, San Diego transit system and Merlin Gerkin, business agent of Bus Drivers Union Local 1309. In background are other negotiators for the company and union and federal conciliators.

'40 Million Customers'

While advertisers were drawing their plans, NBC-TV's new brochure promoted summertime TV as the key to "40 million customers."

"They will watch television during the coming summer months just about as much as in other seasons. They will buy just about as much retail goods then as during the fall, winter and spring seasons," the brochure declares, carefully documenting its claims with figures from the U. S. Dept. of Commerce, the Dept. of Internal Revenue, A. C. Nielsen Co., and Elmo Roper, as well as NBC's own research department.

By next August, NBC points out, TV homes will number 14 million—compared to 7 million last summer. From this 14 million figure for TV homes NBC derived its estimate of "40 million customers" for TV summer advertisers.

"Double 1950's total *to see* . . . to hear . . . to remember your commercials," NBC-TV tells its prospective sponsors.

For advertisers staying on the NBC-TV air last summer, the brochure reports "an idle summer became a summer idyl"; as "virtually all piled up more TV homes during the summer months than they had during the April, May and June just preceding."

This year's 14-million audience not only will double last year's but provide "almost three times greater an audience than that of the largest magazines," the brochure continues.

To explode myths which question whether TV's sales impact is as forceful in summer as in winter, NBC-TV cites statistics to show that:

(1) Viewers spent almost as many hours per week at their sets last summer as in the previous quarter (April, May, June) . . .

(2) Set usage between 7 and 11 p.m. last summer declined only 14% from the average in April, May, and June . . .

(3) Three out of four TV set owners chose television as their "most frequent" summer evening activity . . .

(4) NBC-TV advertisers actually reached more homes on the average last summer than they had in the previous months—even though their ratings dropped off slightly during the summer season.

This year's increase in TV assures a substantial increase in TV effectiveness as an advertising medium this summer, the brochure emphasizes.

NBC-TV's Straw Hat Plan No. 2, the 1951 equivalent of last summer's Straw Hat Plan No. 1, prospective sponsors are told, will give advertisers "a wide selection of fine summer programs—audience participation . . . little shows . . . movies, drama . . . revues."

Retail Sales

DROP IN RETAIL TV SALES was considered responsible for layoff of some 10,000 radio-TV manufacturing plant workers in Chicago a fortnight ago. Industry and labor leaders estimate this number has been laid off temporarily, representing one out of every three or four workers in the entire industry. Another reason—temporary shortage of basic metal parts because of defense requirements. Admiral Corp. is understood to have laid off 1,100 of 3,200 persons at main plant. Hallicrafters reportedly cut its force from 2,200 to 1,800.

Profitable TV Audience exclusive with
WGAL-TV
CHANNEL 4
LANCASTER, PENNA.
Only TV station *in*—only TV station *seen*—
in this large, rich Pennsylvania market area.
Represented by
ROBERT MEEKER ASSOCIATES
New York Los Angeles San Francisco Chicago
Clair R. McCollough, Pres. A STEINMAN STATION
NBC TV AFFILIATE

ATLAS FILM CORPORATION
ESTABLISHED 1913
CREATORS and PRODUCERS
of
TELEVISION COMMERCIALS
1111 SOUTH BOULEVARD
Oak Park, Illinois
CHICAGO: AUSTIN 7-8620

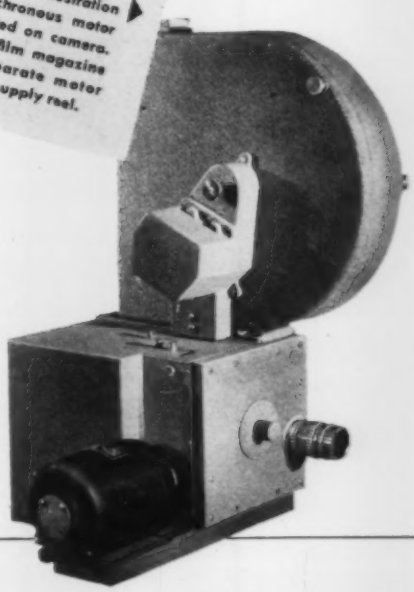
You need the BEST TOOLS to do the BEST JOB

for film projection: The Eastman 16mm. Television Projector, Model 250. The first heavy-duty 16mm. projection instrument designed for TV film requirements, it is specifically engineered to obtain the best possible flat-field image plus theater-quality sound reproduction from 16mm. sound film for broadcast on TV audio and video circuits.

Whisper-quiet mechanical operation —plus sound reproduction free from high-frequency distortion—it is simple to operate. It will deliver continuous-duty performance on a full air-time schedule. Capable of instant start-stop operation, it gives your programming staff a tool for intercutting film and live action instantaneously.

◀ Illustration shows the Eastman 16mm. Television Projector, Model 250, from control panel side. Glass door permits full visibility of film-advance mechanism at all times.

The Eastman Television Recording Camera. Illustration shows synchronous motor drive mounted on camera. Housing on film magazine encloses separate motor drive for film supply reel. ▶



for film recording: The Eastman Television Recording Camera. Whether network or local, live or film, recording of every broadcast program is your only permanent program record. It can pay for itself—and earn a profit, too—by giving your air-time schedule more flexibility, your advertisers wider market coverage, and your program department more sales potential.

This equipment is available for immediate delivery and installation. For detailed information concerning prices, specifications, and installation data, write directly to Rochester or any branch office.

Motion Picture Film Department
Eastman Kodak Company
Rochester 4, N. Y.

East Coast Division
342 Madison Avenue
New York 17, New York

Midwest Division
137 North Wabash Avenue
Chicago 2, Illinois

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, California

it's a natural...

STANDARD RADIO'S long record of successful service to *broadcasters* now is duplicated with the same service to *telecasters!!!*.....

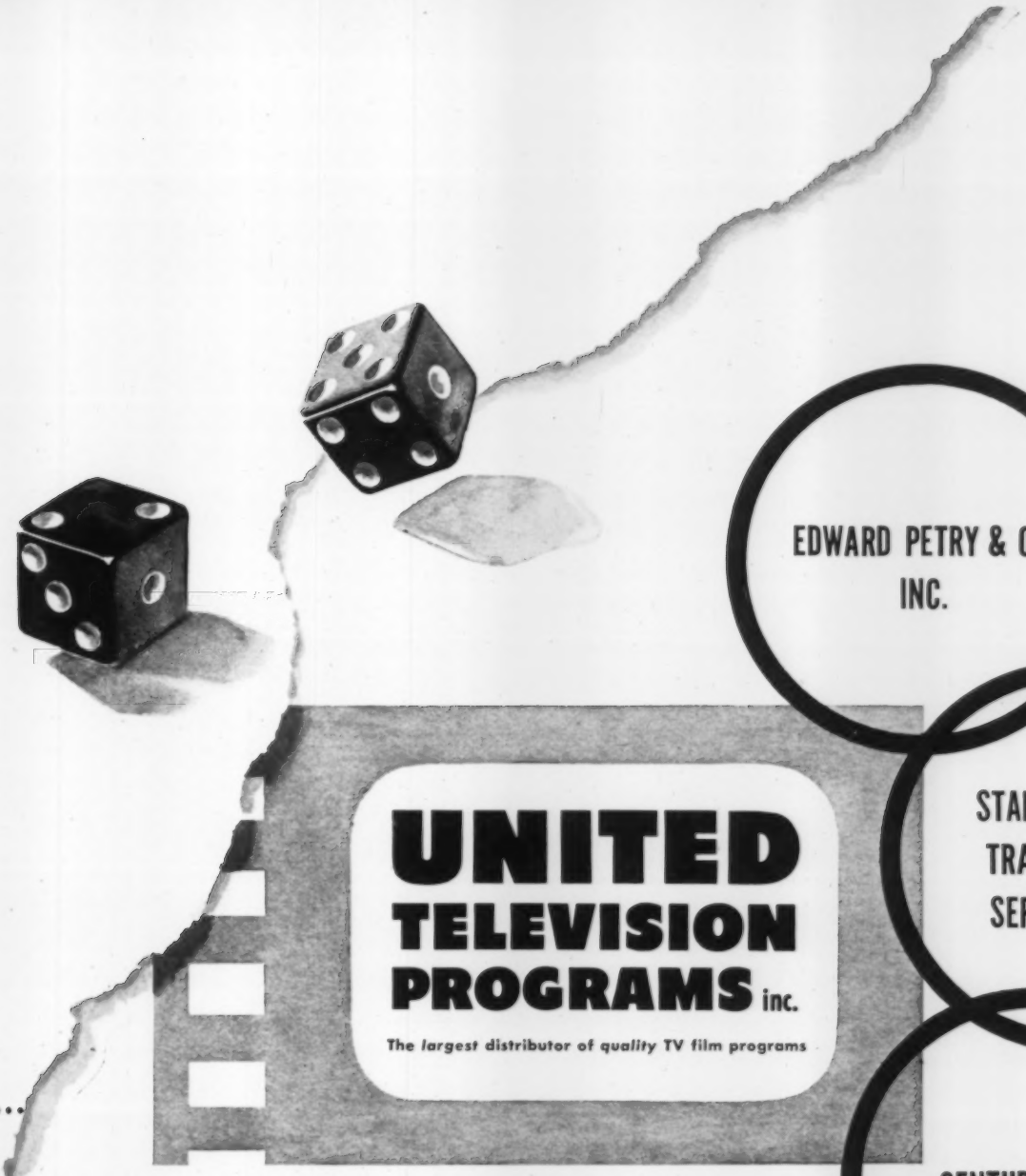
SELL WITH

Standard Radio

TRANSCRIPTION SERVICES, INC.

140 N. La Brea, Hollywood • 360 N. Michigan, Chicago • 665 Fifth Ave., New York

at the convention* Standard will preview new talent, new and better cataloguing devices, and new sales records for stations.



EDWARD PETRY & CO. INC.

STANDARD RADIO TRANSCRIPTION SERVICES, INC.

CENTURY ARTISTS

UNITED TELEVISION PROGRAMS inc.

The largest distributor of quality TV film programs

at the convention* United will audition its outstanding film programs, including "Royal Playhouse," "Professor Lightskull," and other offerings.

* **STANDARD and UNITED will both be looking for you in Suite 504A-507A in the Stevens Hotel in Chicago during the NAB Convention. Come on up and see what's new. You'll agree**

...it's a natural!

Station KRLD TV DALLAS

Serves THE LARGEST TELEVISION MARKET . . Southwest DALLAS FT. WORTH

Combined Population DALLAS and TARRANT COUNTIES . . . 920,500

NOW there are 109,264 Television Homes in KRLD-TV's Effective Coverage Area

The CBS Station for DALLAS and FORT WORTH

this is why KRLD AM-FM-TV Channel 4 is your best buy

The TIMES HERALD Station
National Representatives
THE BRANHAM COMPANY

telestatus

Commercial Preferences Checked in Chicago

(Report 158)

CHICAGOANS prefer animated cartoon video commercials, but singing or dancing skits with the sales message in the song rank as a close second. This was revealed last week in a survey conducted among 500 Chicago-area TV families by John Meck Industries, television manufacturer. Questionnaires were returned by 136 families, or 27.2% of the original number queried.

The animated cartoon was preferred by 24.88%, with 23% citing as their favorite the singing or dancing skit with a sales message in the song and without a product demonstration. The commercial written into the script brought favorable response from 21.12% of the viewers, while 11.26% preferred the name of the product on a standing fixture of the set, such as a curtain or desk, and telecast in camera range.

Product demonstration was approved by 9.39%; the announcer, demonstrating the product and describing its features, 5.63%, and a dramatic scene depicting what the product is supposed to do for the customer, 1.88%. The two types of commercials ranking lowest—preferred by only 1.41% of the respondents—were the station-break spot and the pitch-man or barker personality.

New Rates Set By WMAR Baltimore

RATE CARD No. 7 has been announced by WMAR (TV) Baltimore, effective May 1 but protecting current advertisers to Nov. 1. New Class A time is established for 7:30-10:30 p.m. period with one-time hour rate of $700. Former Class A rate of $550 becomes Class B rate, for 5:30-7:30 p.m. and 10:30-11:30 p.m. Monday through Friday, 1-7:30 p.m. and 10:30-11:30 p.m. Saturday and Sunday. Class C hour rate becomes $350, Class D $280. The *Sunpapers* station, on Channel 2 (54-60 mc), is represented by The Katz Agency.

* * *

Legislation Seeks to Ban Sets in Vehicles

COMMENTS touching on twin proposals—one designed to prohibit installation of television receivers in trucks, busses and other vehicles, and the other seeking specific authority for household movers to haul TV sets in interstate commerce—were being analyzed by the Interstate Commerce Commission last week.

A decision on the first recommendation is expected sometime in May, officials said last week. A re-study of the second suggestion, which would reverse an ICC decision of 1949, also is underway. Objection is based on the premise that TV sets are "too delicate" to be moved across state lines, although certain carriers already have such authority.

Measures seeking to ban location of TV receivers in motor vehicles have been introduced and, in some cases, passed by various state legislatures in some form this year. Bills along this line have been passed and approved by the Governor of Nebraska; approved by Senate and House in South Dakota; and introduced in other states including California, Delaware, Iowa, New Jersey, Ohio and Tennessee.

TV-equipped automobiles will be illegal in New York State after July 1. Gov. Thomas E. Dewey last week signed into law a bill barring automobiles equipped with television receivers from the public highways. The ban does not extend to mobile transmitting units used by TV stations and networks.

* * *

Nielsen Ratings Show Berle Tops

TEXACO STAR THEATRE, starring Milton Berle, maintained its hold on first place in the National Nielsen Ratings for the top 10 TV programs in the two weeks ending Feb. 24. Mr. Berle, with a tally of 62.6 in the percent of TV homes

(Continued on page 68)

Weekly Television Summary—APRIL 9, 1951 TELECASTING Survey

City	Outlets On Air	Sets in Area
Albuquerque	KOB-TV	7,400
Ames	WOI-TV	50,590
Atlanta	WAGA-TV, WSB-TV	115,000
Baltimore	WAAM, WBAL-TV, WMAR-TV	284,985
Binghamton	WNBF-TV	36,230
Birmingham	WAFM-TV, WBRC-TV	36,000
Bloomington	WTTV	14,906
Boston	WBZ-TV, WNAC-TV	700,510
Buffalo	WBEN-TV	190,911
Charlotte	WBTV	68,633
Chicago	WBKB, WENR-TV, KGN-TV, WNBQ	888,034
Cincinnati	WCPO-TV, WKRC-TV, WLWT	275,000
Cleveland	WEWS, WNBK, WXEL	453,575
Columbus	WBNS-TV, WLWC, WTVN	176,541
Dallas, Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	109,264
Davenport	WOC-TV	49,581
	Quad Cities Include Davenport, Moline, Rock Isc., E. Moline	
Dayton	WHIO-TV, WLWD	190,000
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	445,679
Erie	WICU	50,000
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	109,264
Grand Rapids-Kalamazoo	WLAV-TV	111,929
Greensboro	WFMY-TV	63,949
Houston	KPRC-TV	69,493
Huntington-Charleston	WSAZ-TV	41,300
Indianapolis	WFBM-TV	140,000
Jacksonville	WMBR-TV	28,000
Johnstown	WJAC-TV	75,100
Kalamazoo Grand Rapids	WKZO-TV	120,269
Kansas City	WDAF-TV	107,919
Lancaster	WGAL-TV	84,606
Lansing	WJIM-TV	46,000
Los Angeles	KECA-TV, KFI-TV, KLAC-TV, KNBH KTLA, KTSL, KTTV	877,421
Total Markets on Air 63	Stations on Air 107	

City	Outlets On Air	Sets in Area
Louisville	WAVE-TV, WHAS-TV	82,858
Memphis	WMCT	83,018
Miami	WTVJ	60,000
Milwaukee	WTMJ-TV	224,721
Minn.-St. Paul	KSTP-TV, WTCN-TV	251,100
Nashville	WSM-TV	24,781
New Haven	WNHC-TV	149,700
New Orleans	WDSU-TV	62,150
New York	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX	2,250,000
Newark	WATV	
Norfolk	WTAR-TV	65,377
Oklahoma City	WKY-TV	79,495
Omaha	KMTV, WOW-TV	73,930
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	834,000
Phoenix	KPHO-TV	37,400
Pittsburgh	WDTV	260,000
Providence	WJAR-TV	105,355
Richmond	WTVR	68,754
Rochester	WHAM-TV	77,219
Rock Island	WHBF-TV	49,581
	Quad Cities Include Davenport, Moline, Rock Isc., E. Moline	
Salt Lake City	KDYL-TV, KSL-TV	42,600
San Antonio	KEYL- WOAI-TV	43,259
San Diego	KFMB-TV	91,000
San Francisco	KGO-TV, KPIX, KRON-TV	168,215
Schenectady Albany-Troy	WRGB	147,000
Seattle	KING-TV	75,800
St. Louis	KSD-TV	268,000
Syracuse	WHEN, WSYR-TV	107,961
Toledo	WSPD-TV	125,000
Tulsa	KOTV	71,235
Utica-Rome	WKTV	40,700
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	253,760
Wilmington	WDEL-TV	59,901
Estimated Sets in Use 11,720,000		

Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap, set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas is necessarily approximate.

1.

The King's whole array feared the sword of Goliath,
When up spoke young David, "The bum or I dieth!"

2.

He passed up a sword for his favorite appliance.
"Stones, schmones," cried the men.
"Now with stones we fight giants?"

3.

But were their faces red? Like the old story said,
Goliath lost out because Dave used his head.

4.

MORAL: Knock over your Dayton sales with the sales tool built for the Dayton market—WHIO-TV, first and still champion!

To Get Ahead in Dayton* Saleswise

THE SHOW MUST GO ON WHIO-TV

What a market to get ahead in! 720,000 head of viewers, complete with normal wants and extra buying power—concentrated on 180,000 TV receivers as of today! And those receivers, you should remember, are nicely tuned to Channel 13—late morning, afternoon and night. That's us! Get data and information today from National Representative George P. Hollingbery Company.

CHANNEL 13
whio-tv -AM -FM
DAYTON, OHIO

** Pulse February report shows that 8 out of 10 top televised shows were aired via WHIO-TV.*

Telestatus

(Continued from page 66)

reached in program station areas, led by 8.5% the runner-up, *Fireside Theatre*, which piled up a rating of 54.1%. Following are the top 10 TV shows, listed both in number and percentage of homes reached:

NIELSEN-TV-RATING
HOMES REACHED IN TOTAL U. S.

RANK	PROGRAM	HOMES (000)
1	Texaco Star Theatre	6,910
2	Fireside Theatre	4,933
3	Colgate Comedy Hour	4,898
4	Pabst Blue Ribbon Bouts	4,756
5	You Bet Your Life	4,565
6	Philco TV Playhouse	4,354
7	Martin Kane	4,347
8	Big Story	4,093
9	Your Show of Shows (Snowcrop)	3,997
10	Studio One	3,981

PERCENT OF TV HOMES REACHED IN PROGRAM STATION AREA

RANK	PROGRAM	HOMES (%)
1	Texaco Star Theatre	62.6
2	Fireside Theatre	54.1
3	Colgate Comedy Hour	45.9
4	Hopalong Cassidy	45.2
5	Pabst Blue Ribbon Bouts	44.6
6	Gillette Cavalcade	44.2
7	Your Show of Shows (Snowcrop)	43.3
8	You Bet Your Life	42.7
9	Philco TV Playhouse	42.4
10	Big Story	41.5

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* * *

WSB-TV WBTV (TV) Announce New Rates

RATE CARD No. 4, effective March 1, was announced last week by WSB-TV Atlanta. Class A rate (6-11 p.m.) has been increased from previous $325 for one hour, one time, to $500. Class B rate (all other times) becomes $250 an hour. One minute Class A announcement is $80. Operated by Atlanta Newspapers Inc., a James M. Cox interest, WSB is assigned Channel 8 (180-186 mc) and is represented by Edward Petry & Co.

WBTV (TV) Charlotte, N. C., last week announced Rate Card No. 5, effective July 1.

New rates for one hour, one time are, Class A, $400; Class B, $300; and Class C, $200, all film only. Spot announcements of one-minute or less, one time, Class A, $65; Class B, $50; and Class C, $35, all slide or film only.

HOFFMAN RADIO Corp., L. A., reports that its consolidated sales in 1950 amounted to $29,580,510, compared with $11,987,000 in 1949.

CRIMECASTS

Private Rights Issue Awaits Settlement

SOFTER ECHOES followed in the wake of the concluded telecast of the Kefauver Crime Committee hearings more than a week ago [BROADCASTING • TELECASTING, April 2].

As TV program fare returned to normal, it was up to Congress and the courts to settle the issues of (1) how far committees could go in exploiting the medium's impact and (2) whether the televising of Congressional hearings invaded a witness' right of privacy.

Preliminary test of Congressional sentiment may come when the Senate takes up a motion of Sen. Harry Cain (R-Wash.) asking that the Senate reconsider contempt citations requested by Senate Crime Investigating Committee Chairman Estes Kefauver of TV-reluctant witnesses, Morris Kleinman and Louis Rothkopf.

There was no doubt, however, that the Senate would eventually vote the citations. Next step in the contempt machinery would be forwarding of all committee records on the hearings in question to U. S. District Attorney George Morris Fay (District of Columbia), who will try to get an indictment and prosecute the cases.

Sen. Cain said he wanted the record that would go before the courts to show that the upper chamber is not unanimous in the matter of testifying before TV cameras. However, Sen. Kefauver said he would oppose the move partly because he thought the cases would bring about a court ruling on the issue "as to just what the powers of Congress are."

In other developments:

New York Judge Samuel S. Leibowitz, who had testified before the committee, urged the legal profession to act in order that "television hearings do not get out of hand." He commended the crime probe on showing the good TV can give "in informing and moulding public opinion" but warned that a time might come "when some inquiring body will go off into a smear campaign."

Rep. Jacob K. Javits (R-Lib-N. Y.), sponsor of a resolution to permit radio-TV coverage of important House sessions, extended his suggestion to the President's news conferences in a speech before the National Paper Trade Assn. at New York's Waldorf-Astoria last Wednesday. He also called for a code of procedure to protect individuals' civil rights at Congressional committee hearings.

Columnist Walter Lippmann suggested that broadcasts and telecasts of investigatory hearings of Congress be prohibited for the time being until a policy can be formulated.

The Washington Post editorially requested that the Congress adopt a policy of its own on TV regardless of how the courts treat the issue.

CIO United Auto Workers at its convention in Cleveland proposed government-sponsored telecasts and broadcasts of all public meetings, ranging from Congressional sessions to school board gatherings. A resolution called upon Congress to "build, own and operate nationwide radio broadcast and television networks, possibly with provision for contracting with local radio and TV stations" for radio and TV coverage of all House and Senate sessions in addition to hearings.

Time magazine, sponsor over ABC of the Kefauver committee telecasts, traced the history of how Congressional hearings had opened to the press, to the public, to radio and now finally to TV, as part-answer to the question of whether video is an invasion of privacy of witnesses.

"We are proud to have taken part in the use of television to increase public interest in a news event so important to the country's welfare. And we are grateful for the opportunity it has given us to learn more about this new medium of mass communication," the magazine concluded.

QUAKER OATS

NBC Dispute Settled

INJUNCTION suit filed in Chicago Federal District Court by Quaker Oats Co., same city, against NBC Tuesday was settled "amicably" out of court Thursday. James M. Best, general counsel for Quaker Oats, planned to ask dismissal of the suit Friday morning, day of continuance set by Judge William J. Campbell.

Quaker Oats brought the injunction suit against the network Tuesday, charging NBC "breached an agreement" concerning telecasting of two network shows sponsored by Quaker Oats on KNBH-TV Los Angeles, the NBC station. The programs involved were the *Gabby Hayes Show* and *Zoo Parade*, aired from 6 to 7 p.m. Pacific time.

NBC allegedly pre-empted the time for another sponsor after giving Quaker Oats sufficient notice of cancellation. Quaker Oats charged that its 13-week contract for each show ran until July 15, and that it was notified only nine days before April 1 that that was the final date for the programs. Quaker Oats alleged that such cancellation required a 30-day notice.

Settlement was arranged by Mr. Best and Tom Compere, Chicago attorney representing NBC. Case was heard Wednesday and continued to Friday.

Quaker Oats President Donald B. Lourie said, "We are pleased, of course, that our disagreement has been settled in a friendly fashion. The shows will continue to be seen and heard Sundays from 6 to 7 p.m."

The *Gabby Hayes Show*, from New York, is sponsored by the oatmeal, Aunt Jemima products and, occasionally, Puffed Wheat and Puffed Rice. *Zoo Parade* is sponsored by the Kennel products, including dog food.

TV AUTHORITY

Skips NLRB Ballot

TELEVISION AUTHORITY last week withdrew its name from the ballot for a forthcoming NLRB union representative election in Hollywood insofar as actors employed by three producer associations are concerned, but will remain on the ballot for those employed by six unaffiliated production companies.

The elections are to decide whether TVA or Screen Actors Guild will represent the actors in films made for television [BROADCASTING • TELECASTING, April 2].

The decision was announced late Tuesday by David Ziskind, TVA attorney at a conference between representatives of the employers, the two unions involved and NLRB Examiner George Yeager on details of the pending elections.

In announcing the decision, TVA pointed out it never sought jurisdiction over actors in motion picture films but felt it should represent actors in TV films, maintaining production of films for TV differs from production of motion picture films for theatrical exhibition.

SPOT SALES SPECIALISTS

Joseph Hershey McGillvra, Inc.

PIONEER

RADIO AM-FM-TV REPRESENTATIVES

Chicago—Los Angeles—San Francisco

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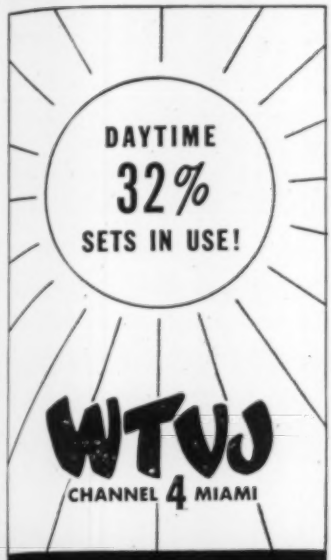

Full Coverage of
SOUTH FLORIDA
Includes
S. Palm Beach County
Ft. Lauderdale
Hollywood
and Greater Miami
WTVJ
CHANNEL 4 MIAMI

BY A
FULL TIME
TELEVISION
STATION
9 A.M. 'TIL 1 A.M.
CHANNEL 4 MIAMI
WTVJ
REPRESENTED BY
FREE & PETERS

Urge FCC Streamlining

(Continued from page 21)

stood the test of time and local public acceptance."

Mr. Curtis also believed that S 658 prevents such policy making as the Avco rule (since rescinded), and that the portion dealing with revocation of licenses was more acceptable than the present law.

As final witness, Mr. Brown took the stand to speak extemporaneously—a move that several Committee members questioned, particularly Rep. Wolverton. The ranking minority member pointed to the procedure that required prepared statements to be submitted in advance to allow the Committee and its staff to fully analyze same.

Mr. Brown held that Sec. 10 of the McFarland Bill, which would amend Sec. 311 of the Communications Act (which allows the FCC to refuse a license or permit to those whose license has been revoked by a court under Sec. 311) is not comprehensive enough. He said that elimination of portions in the Act's original text left the Commission with no way "to punish" anti-trust violators.

Close to "Borderline"

Mr. Brown has long maintained that a station, whether independent or network affiliated, should be allowed to pick up a network program of an advertiser, if that sponsor is agreeable. Accordingly, he told the committee that networks have been close to the "borderline of anti-trust and restraint of trade."

The witness brought into the committee record an April 4 speech of Rep. Harry R. Sheppard (D-Calif.) on the House floor in which the Congressman flayed alleged monopolistic and restraint of trade practices by the four major networks. Rep. Sheppard's attack included copies of a WSAY complaint to the FCC, following failure of that Rochester station, an independent, to get ABC permission to pick up audio portions of the ABC telecasts from the Kefauver crime hearings last month.

Rep. Sheppard has a bill in the current Congress which would have networks licensed by the FCC [BROADCASTING • TELECASTING, Jan. 8].

Mr. Brown told the Committee Thursday that the sponsor, who pays for talent, time and other expenses, should have a prerogative as to the stations carrying the program, but that networks limited this choice.

Rep. James I. Dolliver (R-Iowa) said that this appeared to be within the limitations of a contract between advertiser and network. Rep. F. Ertel Carlyle (D-N. C.) also offered that a sponsor, desiring to program on a particular station, could contract with a separate outlet.

Also introduced into the hearing record were communications supporting the McFarland Bill from the Colorado Broadcasters Assn. and MBS.

Film Report

ANIMATION HOUSE, New York, is employing a "highly different" cartoon style in two series of 20-second and one minute commercials now in production for **The Buffalo Savings Bank** through **John Muir & Co.** Cartoons will be drawn with a thin, clean ultra-simple line. **Edwin Rehberg**, president of the production firm, declares that "this style will make for added interest, plus enhanced sponsor identification."

* * *

FRANK WISBAR PRODUCTIONS Inc., Los Angeles, is moving to new studios and offices at Eagle-Lion Studios, 7324 Santa Monica Blvd. This week, firm begins producing first six of new *Fireside Theatre* film series for **Procter & Gamble.** President **Frank Wisbar** is production director.

* * *

ALEXANDER PRODUCTIONS Inc. has sold a group of 13 independently-produced British feature movies to KECA-TV Los Angeles for first U. S. telecasts on *Chevrolet Triple Feature Theatre.*

* * *

JOHN SUTHERLAND PRODUCTIONS, Los Angeles, has completed five one-minute TV commercials for **DeSoto,** combining animation and live action, through BBDO, New York.

MET'S TV PLAN

Sponsorship Prospects Seen

AT LEAST four offers of sponsorship reportedly were received last week within 36 hours after the Metropolitan Opera, New York, announced creation of a television department to prepare special productions for TV.

Rudolf Bing, general manager of the Metropolitan, said details of the TV department remain to be worked out, but that he hoped it would be in operation next season. The productions will be designed for studio performance and will be offered for sponsorship, he said, with the William Morris office handling the sales.

Identities of the four prospective sponsors were not disclosed.

Mr. Bing said the Met's entrance into TV was not for the possible revenue alone, but also to get in on the ground floor of the visual medium and perhaps take a leading position in the field. The Met recognizes, he said, that television as a new mass medium "has come to stay."

Herbert Graf, formerly with NBC but for several years a stage director at the Metropolitan, was appointed one of the heads of the new TV department, along with Reginald Allen and John Gutman, administrative assistants to Mr. Bing.

Full Coverage of
SOUTH FLORIDA
Includes
S. Palm Beach County
Ft. Lauderdale
Hollywood
and Greater Miami
WTVJ
CHANNEL 4 MIAMI

BY A
FULL TIME
TELEVISION
STATION
9 A.M. 'TIL 1 A.M.
CHANNEL 4 MIAMI
WTVJ
REPRESENTED BY
FREE & PETERS

The Man Fellows

(Continued from page 18)

that talent in the big fourth-floor office he will occupy at NARTB headquarters.

The new president would rather laugh than fight—much rather. He probably spends more time chuckling and smiling than anyone you can think of offhand. But he's human, too, and can get royally irked when things go wrong.

Those who have been around Mr. Fellows can supply legends by the dozen. He can take an after-dinner story or two, or three or more, and keep a roomful of cronies or an auditorium full of strangers laughing and half-strangling for hours.

He can form a barbershop quartet out of partially tone-deaf buddies and emerge with harmonies than lend new charm to the soothing strains of Sweet Adeline.

Secret is Leadership

Call it charm or call it personality. Call it anything, but put it under the microscope and the secret is revealed as leadership.

The first time he went on the radio, back in 1928, he wasn't quite sure what he was supposed to do on behalf of a WEEI paint sponsor. What did he do? He just talked, and a very ordinary amateur show became a somewhat extraordinary production. Before he could decide just what had happened he found himself serving the Harry M. Frost agency as Boston's first radio director.

That knack of keeping a crowd entertained didn't just accumulate. Instead it was acquired through years of barnstorming around New England's cities—and villages, too. After quitting New York U. because he wearied of working on the *Tribune* all day, attending classes all evening and studying half the night, he had returned to his native Haverhill, Mass., to go into the beef-selling business.

Three decades later Harold Fellows still can come up with the biggest, tenderest and juiciest steaks in Boston. Generally these culinary treats will be unveiled in a back-street eatery known only to the local gourmets.

Having deserted New York for familiar Yankee territory, he not only got a job—he mustered the courage of his 20 years and married Janet Edgerly, his Haverhill sweetheart. The Fellows now have two daughters and five grandchildren.

After a day of beef selling, Harold generally took a vocal trio on jobs all over Massachusetts, and later all over New England. On one of these assignments he discovered that people liked to hear him talk.

So he gave up the trio and started talking every evening at banquets and meetings—for pay. He was such a hit that he had to give up beef selling because there were few chances to get more than a few brief hours of sleep. Besides, talking and monologues paid better.

That, roughly, is the type of man WEEI picked in 1932 to be assistant general manager and commercial manager. In a year the station had nearly doubled its billings. At the same time WEEI had become civic and education minded, a policy that still is enforced.

Fellows Named

When CBS leased the station from Boston Edison Co. in 1936, Mr. Fellows was appointed general manager. The station continued to increase its place in the community's life as Mr. Fellows tried new program and operating ideas.

He has served his industry many times, including a 1947-50 term on the NAB board. As a director he served on the board's Finance Committee, learning the details of NAB's operations and finances. He served, too, on NAB's Public Relations Committee and helped develop and promote the Standards of Practice.

Here is a list of his civic and business connections: president, Radio Executives Club of Boston; chairman, Massachusetts State Broadcasters Committee; member, Executive Committee, National Conference of Christians & Jews; past president, Boston Ad Club; director, Boston Better Business Bureau; vice president, Boston C. of C.; member, Advertising Committee, U. S. C. of C.; member, American Red Cross and Community Chest publicity committees; member Advisory Board, Simmons College; member, executive committee, Boston Civic Progress Committee; member, New England Committee of National Planning Assn.; member, publicity committee, New England Council; member, Boston and Massachusetts Civil Defense committees.

How did he become so active, and so prominent? Once he summarized it this way, well over a decade ago:

> Potato fields . . . small town shoe stores . . . three colleges . . . one newspaper . . . show business and three advertising agencies constitute the only plausible background I have to justify my being in radio.
>
> The potato fields taught me that there's a lot of dirt in this world; the small town shoe stores that people expect a lot for their money; the three colleges (well, let's skip it); the newspaper, to sit up nights; show business, to fight for a spot on the bill; and the agencies that you can't buy yachts with blue sky and promises.

That's the Harold Fellows background. He's tackled some rough tasks in his time. Next June 4 he'll hit the roughest of them all.

He knows what's coming, and he'll be ready. Actually, he's ready right now. He has a formula—yes, the same one: "Whatever I've got I'll give to the job." That goes too, for his fishing, his story-telling and all his other activities.

Advertisers frequently consider **shifts in media.** Your advertising in Printers' Ink strengthens your **"consumer franchise"** with the leading **buyers of advertising** and so keeps them sold on you.

1893 Andrew W. Bennett 1951

ANDREW W. BENNETT, 58, veteran radio attorney and identified with original litigation resulting in the ASCAP anti-trust decrees, died last Tuesday at Stuart Fla., following a long illness. Funeral services were to be held in Washington Saturday with interment at Ft. Lincoln Cemetery there.

Mr. Bennett

Until about a year ago active in his own private radio practice in Washington, Mr. Bennett in 1939-40 had been special copyright counsel to NAB. For a time in 1945-46 he was associated in practice with John F. Claggett, radio attorney.

Mr. Bennett was born Feb. 17, 1893, at Washington. He studied law at Georgetown U., being given degrees of Master of Laws and Master of Patent Laws in 1916. From 1916-18 he engaged in special war work for the British Embassy, later becoming attorney for Office of U. S. Alien Property Custodian. In 1920 he began practice before government departments, part of which included five months in Bulgaria and southeastern Europe on claims cases.

From 1926-31 Mr. Bennett was assistant attorney for United Fruit Co., advising on legal matters including radio communication and phases of anti-trust laws. From 1931-34 he was attorney for Reconstruction Finance Corp., in the latter year joining the Dept. of Justice as special assistant to attorney general in anti-trust matters.

It was at this time that his work in the music copyright field began. Some of his anti-trust work also related to the movie field.

On leaving Justice Dept. about 1939 Mr. Bennett for a time was special assistant to the attorney general of Florida in defense of state "anti-ASCAP" legislation, supported by local broadcasters.

Mr. Bennett is survived by his wife, Lucy, and two daughters, Mrs. Bruce Langdon of Ordeal, N. J., and Mrs. Richard A. Powell of Joliet, Ill.

Guy A. Moffett

GUY A. MOFFETT, 50, assistant manager of engineering, General Electric's Control Div., Schenectady, N. Y., died March 27 after a short illness. He had been with GE for nearly 27 years. Mr. Moffett was a member of the American Institute of Electrical Engineers and the Assn. of Iron and Steel Engineers.

Jackson, which ranks 115th in the nation in population, ranks 68th in family spendable income. One sure way to reach these prosperous families is through WJDX . . . the Voice of Mississippi."

REPRESENTED NATIONALLY by the GEORGE P. HOLLINGBERY CO.

programs promotion premiums

WEATHER CONTEST

WHBC Canton, Ohio, *Mercury Magic*, started April 2, Mon. through Fri. 8:50 a.m., sponsored by Acme Dairy, Agency: Decker Adv., Canton. Listeners try to predict temperature before weatherman, with prize being awarded by dairy to winners. Contestants are given cards to fill out with their predictions for Monday through Friday, they also send in their ". . . pet gripe . . ." Awards consist of dairy products from sponsor.

• • •

STANDOUT PROMOTION

WCCO Minneapolis sending trade and advertisers sky blue brochure with picture of photographer focusing camera, which is headed "Take a second look!" Small note attached from general manager of station reports ". . . WCCO shows up against television (and against its radio competition)." Inside has man taking picture of large group, but only one person is seen through ground glass. It is headed: "Most of them are out of the picture." Facts on coverage and listening audience also are given.

• • •

BASKETBALL WINNERS

WSOY Decatur, Ill., had three champions during the 97 basketball games broadcast this year. Station carried games of Decatur High School, which tied for its conference championship, James Millikin U., which won a conference championship and played in the NAIB tournament, and U. of Illinois, which won its conference championship and played in the NCAA tournament.

• • •

CRIME SHOW

WPIX (TV) New York *Exclusive Crime Clues*, started April 2, Mon. 8:30-9 p.m., weekly interview program featuring Harry Brundidge, veteran crime reporter and Kefauver New York hearings commentator. Show will "bring leading figures in police and crime news to the television screen." The "opening format" will be roundtable on Kefauver hearings, with emphasis on their nationwide significance.

NBC POPULATION COVERAGE

MAP and market data on NBC-TV network being distributed to advertisers and agencies show 61% of the country's population, 149,105,500 persons (42,843,800 families) within range of NBC's video programs. Dual map shows NBC-TV coverage story on geographical basis of 1/10th millivolt signal intensity contour line for stations and proportion of families in each state within service range of NBC's TV affiliates. All data is calculated on network basis, with overlap coverage credited only once, to station with stronger signal.

• • •

HOSPITAL MUSIC SHOW

WMCA New York, *Mental Hospital Guild Show*, musical series, started April 1, Sun., 8:30-9 p.m., direct from Brooklyn State Hospital, which treats over 3,500 veterans and civilians. Performers include patients as well as students of Julliard School of Music. Emcee is Gerald Kearney, board chairman of the Mental Hospital Guild, charitable organization providing a variety of rehabilitation services, which sponsors the series.

• • •

KEEPING THE BOYS HAPPY

HAPPY exchange has been worked out by KNUJ New Ulm, Minn., and WOOF Dotham, Ala. When the 47th Viking division of the National Guard left New Ulm area for Camp Rucker, near Dotham, KNUJ's program director, Wip Robinson, planned musical request and dedication show which would follow division to camp. Listeners to Rucker Request on KNUJ send in dedications and song requests, which are forwarded to WOOF, where they are played locally for soldiers. KNUJ officials think idea can be worked out by many stations wishing to "follow the boys."

LONG DISTANCE BASKETBALL

WIRL Peoria has laid claim "to one of the longest direct remote broadcasts, in terms of miles, ever undertaken by an individual station;" by broadcasting Bradley U.'s basketball game from Hawaii. Station used 2,000 miles of cable from Peoria to San Francisco and 2,400 miles of short wave transmission from San Francisco to Honolulu. Four local firms sponsored series. School was participating in tournament March 13-15.

• • •

JAPANESE VISITORS

WGAY Silver Spring, Md., *Community Reporter*, 12 noon, March 26, interviewed for what is reported the first time in this country six officials from Japan visiting the U.S. The officials are here to study municipal government. Following broadcast they visited Rockville, Md., where they spent afternoon with city officials.

• • •

AGENCY PROMOTION

EARLE LUDGIN Agency, Chicago, in second of series of full-page advertisements in Chicago *Tribune* last Tuesday, outlined its television activity. Three shows stressed in copy were *Penthouse Party*, sponsored by Shinola and Rit on 34 ABC-TV stations; *What's My Line*, sponsored by Stopette deoderant on CBS-TV and *Stud's Place*, sponsored by McLaughlin's Manor House coffee on WENR-TV Chicago and aired on the ABC-TV network. Agency, which started series of self-promotion advertisements with one headed "We're Tired of Being the Agency Only Agency Men Know About," expects to establish its name among prospective clients and to attract clients who are changing agencies.

• • •

WINDOW PLUG

WOOD Grand Rapids, Mich., using point of sales displays in local drug and grocery stores throughout area. Displays, measuring 4x2x3 feet, are built with wide platform for arrangement of packaged merchandise. Photo frame with glass is open at top so picture of radio personality can be dropped into place. Cards describe radio star and time program can be heard.

• • •

TRANSIT PROMOTION

WLAW Lawrence, Mass., using car cards on buses of Massachusetts Northeastern Transportation Co. which serves communters in two states. Cards feature eight of station's top stars. They are headed "Variety is the spice of . . . WLAW program." Piece is aimed at thousands of new listeners that will be in New England during summer months on vacations.

AUDIENCE BROCHURE

WGAR Cleveland sending trade and advertisers red and white brochure on "How many families does your advertising dollar actually buy?" Inside has large chart giving data on homes reached during day by station, based on recent survey. Back gives information on families reached for the cheapest price by WGAR.

• • •

MIAMI SPREAD

WTVJ (TV) Miami scheduled 15 page supplement in *Miami Daily News* March 27. Titled "Television Shows the Way," section covered development of WTVJ during past year, showing how station has increased programming 100% to weekly average of 100 hours. Station talent plugged supplement on all shows to insure wide distribution. WTVJ also had race named after it at Gulfstream Park March 28. "WTVJ Handican" was another celebration of WTVJ's second anniversary week.

• • •

HOOP STARS

WCSC Charleston, S. C., won basketball tournament held by five Charleston stations for benefit of Red Cross Drive. Final score in tight game with WTMA was 48-43.

Further ideas or samples of the promotion items mentioned on this page are available by writing to the individual companies.

SIGHT SAVERS IMPRINTED WITH YOUR SALES MESSAGE Are An IDEAL, LOW COST Sales Promotion For Radiomen

An Ideal Advertising Medium

Window-back Sight Savers associate your message with convenience and efficiency. Useful, unique and popular (millions sold yearly), these Dow Corning silicone-treated eye glass tissues have a high quality appeal for everyone wearing glasses—and that's over 70% of all your clients, prospects and customers! Cost is surprisingly low. Distribution is easy; no special packaging required. Write today!

DOW CORNING CORPORATION
Dept. AL, Midland, Mich.
Please send free samples and full information about "window-back" Sight Savers.
Name .....
Company .....
Address .....
City ..... State .....

immediate revenue produced with regional promotion campaigns

23 years of service to the broadcasting industry

experienced sales personnel will sell community programs throughout your coverage area

HOWARD J. McCOLLISTER Company
MEMBER N. A. B.
66 ACACIA DRIVE
ATHERTON, CALIFORNIA
DAVENPORT 3-3061
PAUL W. McCOLLISTER, General Manager

allied arts

L. N. ANDERSON, vice president The Commercial Cable Co., elected vice president All America Cables & Radio Inc., N. Y. He will handle personnel departments of The Commercial Cable Co., All America Cable & Radio Inc. and American Cable & Radio Corp.

WALLACE STONE, manager KILO Grand Forks, N. D., to Standard Radio Transcription Services Inc., Hollywood, as field representative in southeast. Mr. Stone's previous background includes several years as radio consultant and manager and sales manager of several middlewestern radio stations.

Mr. Stone

FRED J. SCHAEFFER appointed executive secretary Films of the Nations Distributors Inc., N. Y.

GEORGE SCHWARTZ, branch manager Universal Pictures, opening his own independent film exchange. He will handle foreign language and art cinema in Philadelphia.

MILES HEBERER resigns as director of New York State Radio Bureau, effective April 15. He has announced no future plans. He formerly was in NBC public service department.

REYNOLDS PRODUCTIONS, Beverly Hills, Calif. (program packager), acquires exclusive radio national sales rights to *Adventures of Robin Hood.* **MORT PINE** and **DAVE FRIEDKIN** are program writers.

RICHARD GEDNEY appointed western sales representative for United Artists, N. Y. He will handle TV sales program.

WLBH

MATTOON (20,000 pop.) CHARLESTON (10,000 pop.)

500,000 POPULATION in ½ millivolt primary

WLBH FILLS THE GAP between your metropolitan station coverage

W L B H WLBH-FM

1170 KC 250 W. 96.9 mc 23,000 W.

J. R. Livesay, Pres. & Mgr.

HAL HOLMAN, Nat'l Rep.

FANCHON & MARCO Television Productions formed in L. A. by Fanchon & Marco, theatre chain operator, for production and packaging of TV programs for national distribution. **JEFFREY LAZARUS** named manager. New office has approximately 40 story ideas under consideration, first of which has tentative title, *Join Fanchon & Marco—and See the World.* William Morris Agency Inc. named to represent firm.

CHARLES MICHELSON Inc., N. Y., transcription firm, moves to new and larger offices at 15 W. 47th St.

ANDY WISWELL, vice president in charge of recording Muzak, N. Y., and **LES BIEBL,** Associated Program Service, N. Y., are co-writers of "Recipe for Happiness," theme for new APS woman's program, *Recipe for Happiness,* released April 5. Hollis Music Inc., N. Y., is publisher.

FUERST, STRADLEY PRODUCTIONS announces opening of new offices at 618 Lexington Ave., N. Y., telephone Plaza 3-7772. Firm produces radio and TV programs and film, along with motion picture short subjects.

ABC and **NBC** have signed agreements with **A. C. NIELSEN CO.** for National Nielsen Radio Index service at substantially higher rate schedule already in effect with CBS and MBS under agreements concluded with those networks. NBC contract, last one signed, is for shorter term than those set with other networks, which run for more than two years.

LOU RONDER, assistant program director and production manager WCFL Chicago, resigned to devote more time to his company, Boulevard Production Services. He will work also with Musician **BILL WALKER** and Announcer **BILL HAMILTON** in a new package concern, Avenue Productions.

Equipment . . .

W. A. WEISS appointed manager new radio receiving tube plant Sylvania Electric Products, Burlington, Iowa. He was manager of Sylvania receiving tube plant in Emporium, Pa.

BENJAMIN ABRAMS, president Emerson Radio & Phonograph Corp., N. Y., named chairman of Greater New York Committee for State of Israel Bond Issue.

GATES RADIO Co., Quincy, Ill., announces new company transmitter accessories and parts catalog, now available to those writing company. Book covers open wire transmission line equipment, meter switches, relays and many other parts.

JACK PEGLER and **F. G. BACK,** officers Television Zoomar Corp., N. Y., have returned to this country after attending Inter-American Assn. of Broadcasters convention in Sao Paulo, Brazil.

CROSLEY Division of Avco Mfg. Corp. announces sales operations of Phila. regional office will be transferred to N. Y.

GENERAL ELECTRIC announces new professional tone arm FA-21-A. Transcription arm is made for lateral transcriptions and recordings. It has been reduced to ultimate point through functional design and use of magnesium alloy for moving parts, firm reports.

W. B. WHALLEY, engineering specialist Sylvania Electric Products, N. Y., appointed adjunct professor of electrical engineering for Institute of Brooklyn "In recognition of his professional standing and . . . distinguished experience in the electrical and electronic fields." Mr. Whalley, former assistant professor of engineering physics at Cornell U., earlier was associated with the Radio Valve Co. of Toronto, RCA Mfg. Co., and RCA Labs.

Technical . . .

RONALD PANTON, KDON Salinas; **FREDERICK C. JOHNSTONE,** KLOK San Jose; and **ORRIS ADIN,** Mountain States Telephone & Telegraph Co., all to KCBS San Francisco engineering staff.

EDMUND J. SMITH, chief studio engineer, and **LOUISE MOSIMANN,** bookkeeper WTMA Charleston, S. C., announce their marriage.

ROBERT HIBBARD, assistant operations director WGN - TV Chicago, named acting director of operations replacing **VERNON R. BROOKS,** resigned.

Strictly Business

(Continued from page 10)

representative field. Mr. Wise took this advice, visited all the radio representatives and decided that of all of them he would like to work for Hollingbery. Mr. Hollingbery felt differently about the prospect.

While pondering this unfortunate situation and considering a return to the *Tribune,* Mr. Wise and Grace Picton decided to get married and went to Mexico City for their honeymoon. During that time he wrote Mr. Hollingbery, told him he agreed with him and that it would not be fair to inflict himself upon his organization. In the next mail a reply came from the head of that firm telling him to report to work as soon as possible.

The arrangement seems to have worked out well for both parties concerned. Harry Wise joined the firm's Chicago office at that time. A year and one-half later he was sent to Los Angeles to open the company's first office there. The following year he opened the San Francisco office. Since the opening of the first West Coast branch the number of stations the firm represents in that area has been increased from one to 12.

Born in Chicago in 1919, Harry was one of a family of three children. Following elementary schools in that city, he graduated from high school in 1937. From there he went to Northwestern. He received his applied advertising experience working summers and during his senior year after classes from six to midnight at the *Tribune.* In 1941, during his last year there, he left to join the Air Corps. The next four years were spent as a pilot flying bombers in the South Pacific. Out with the rank of captain in the air on the ground and went into radio.

Pasadena Home

The Wises make their home in Pasadena. Important but noisy supplements to the duet are Harry Hannon Wise, III, called Hannon, 3½; and Sally, 2½.

When his spare time isn't taken up caring for the lawn and his pet rosebushes, Harry Wise plays golf. One night a week he puts in time at the Pasadena Filter Center, the local Aircraft Warning Service.

Clubwise, he's a member of the Big 10 Assn., University Club and National Assn. of Radio Station Representatives, of which he is Los Angeles chairman for the coming year.

CBS Leases

CBS has taken a five-year lease on the 964-seat Guild Theatre, 6126 Hollywood Blvd., from Fox West Coast theatres. The lease provides CBS can cancel after three years on a "buy out" payment penalty.

Langendorf OLD FRIEND

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'Voice' Slash

(Continued from page 34)

struction program. Projects embrace "four double very high powered shortwave stations" in the U. S. and "nine overseas medium wave relay stations."

Secretary Barrett testified that the plan has been approved by the National Security Council and reflects the study of numerous scientists. [BROADCASTING • TELECASTING, March 26].

Mr. Kohler cited the mission undertaken by Mr. Shouse to relay bases, and stated that as a result of this cooperation, "we envisage the establisment of a programming operation at the relay base in Munich during the coming year which will supplement and fit it with our direct programming out of our studios in New York." The commercial radio industry has cooperated fully on development of Voice plans, he added.

Curtain Antennas

George Herrick, chief of the IBD facilities branch, testified that 10 curtain antennas will be constructed and installed by this September, with engineering tests scheduled to start about July 1.

As to Soviet jamming, Mr. Kohler declared that "if the Soviet Union went all out they could practically destroy telecommunication in the world," not alone broadcasting, and "we must recognize the fact that we are engaged in an electromagnetic war." He also cited U. S. protests in the United Nations against Russian jamming maneuver, as well as before the International Telecommunications Union in 1947 and in recent years.

Sen. Benton's warning against fund-cutting of the Voice came last Tuesday. He reminded that, while he had proposed an exploration of methods for more efficient Voice operation (including removal from the department to a separate agency), he never suggested paring its funds. He stated:

I have been critical chiefly of the fact that their sights still are not high enough, which may be due to their location within the (State) department. . . . To slash the Voice program at just the time when its many friends feel it is on the way to getting the frog out of its throat would be extremely unwise. . . . I have found it an increasingly skillful and militant operation. . . .

Mr. Stassen's comments were issued during an exchange with Secretary Barrett. He cited testimony by notable military authorities and others, advocating establishment of a separate agency for the Voice. Mr. Stassen expressed belief that the Voice could obtain fivefold its requested sum if it were to function as a separate department, and also be freed of the complications arising from State Dept. foreign policy.

Secretary Barrett, in turn, said the Advisory Commission had recommended that "on balance" the function would best remain within the department. He noted that the State Dept. has the always current advice of U. S. embassy officials abroad and felt the radio arm is an integral part of American foreign policy. He corrected Mr. Stassen at one point claiming that, while top military authorities had urged the program be expanded, they had not necessarily proposed removal of the Voice from the department.

LESTER LOUCKS

Well-Known Musician, Dies

LESTER K. LOUCKS, 63, York, Pa., brother of Philip G. Loucks, former NAB managing director and radio attorney, died April 1. Mr. Loucks suffered a heart attack while in church. He also is the brother of Myles Loucks, one-time managing director of FM Broadcasters Inc., which was absorbed into NAB in the middle '40's.

Mr. Loucks was director of the Spring Garden Band, of York, which recorded an album of march tunes for RCA-Victor last year. WSBA York broadcast a special memorial program April 1 to Mr. Loucks, playing some of the recordings he made. Burial services were held in York Thursday.

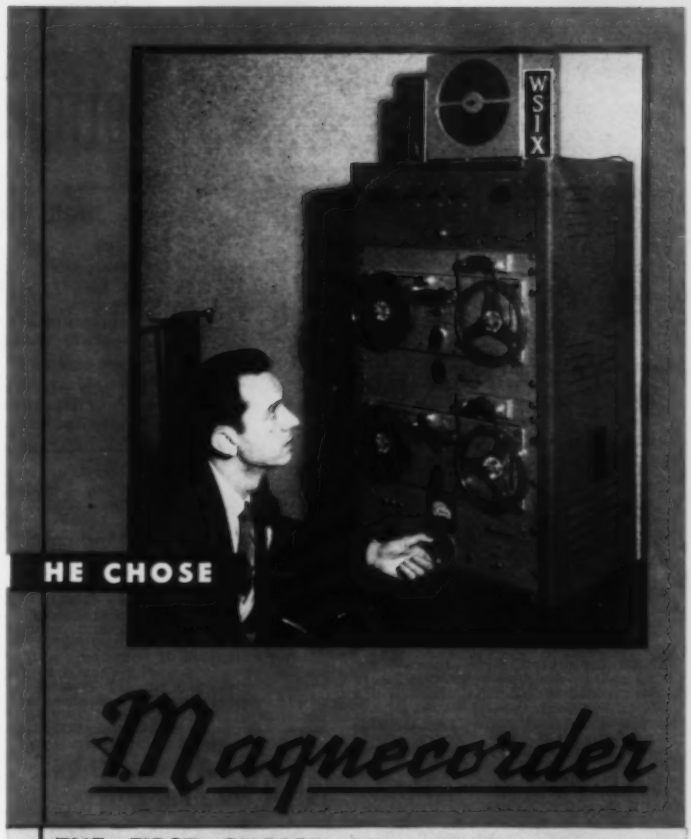
W. E. BEAKES

Radio Pioneer, Dies at 70

WILLIAM E. BEAKES, 70, former president of the Tropical Radio Telegraph Co., and a radio pioneer, died in Miami, Fla., March 30. In 1941, he received the Marconi Wireless Pioneer Medal of the Veteran Wireless Operators Assn. for outstanding pioneering in radio in the North Atlantic and tropical zones.

Born in Newburgh, N. Y., Mr. Beakes, shortly after 1900 took part in the first transmission of radio telegraph signals across the North Atlantic.

Mr. Beakes served on a communications advisory committee to the Defense Communications Board. He is survived by his widow, Mrs. Mary H. Beakes.



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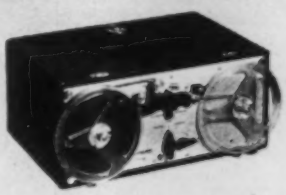

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March 29 Decisions . . .

BY THE COMMISSION EN BANC

Hearings Consolidated

Capital Radio Enterprises, Sacramento, Calif.—Consolidated for hearing application of Capitol Radio Enterprises for CP for new AM station on 1380 kc 1 kw D DA with that of Radio California, seeking Sacramento station on 1380 kc 500 w D, on which hearing is scheduled for May 2 at Washington.

Petition Denied

Charles H. Chamberlain, Bellefontaine, Ohio—By order, denied petition requesting leave to amend, reconsideration, and grant of application for CP new AM station on 1390 kc 500 w D, and scheduled hearing at Washington on May 25.

March 29 Applications . . .

ACCEPTED FOR FILING

AM—1420 kc

KGPH Flagstaff, Ariz.—CP to change from 1230 kc 1 kw-D 250 w-N to 1420 kc 1. kw-D 500 w-N and install new trans.

AM—1090 kc

KGRH Fayetteville, Ark.—CP to change from 1450 kc 250 w unl. to 1090 kc 50 kw unl. DA-N and change trans. location.

Modification of License

WFYC Alma, Mich.—Mod. license to change name of licensee from Alma Bcstg. Co. Inc. to WFYC Inc.

License for CP

KNEB Scottsbluff, Neb.—License for CP to change frequency, power, hours operation and install DA-D-N.

KNPT Newport, Ore.—License for CP to change frequency, increase power, install new trans. and DA-N.

KWIE Kennewick, Wash.—License for CP to change frequency, power, install new trans. and DA-N etc.

WARL-FM Arlington, Va.—License for CP new FM station.

WMCR (FM) Kalamazoo, Mich.—License for CP non-commercial educational FM station.

Modification of CP

WJBY-FM Gadsden, Ala.—Mod. CP new FM station for extension of completion date.

WLOK-FM Lima, Ohio—Same.

WIUC Urbana, Ill.—Mod. CP for changes in non-commercial educational FM station for extension of completion date.

WFPL Louisville, Ky.—Same.

APPLICATIONS RETURNED

KWEM West Memphis, Ark. — RETURNED application for mod. license to change hours of operation from daytime to specified hours, 5:30 a.m. to 7:15 p.m.

FCC actions

MARCH 29 TO APRIL 5

CP-construction permit	**ant.-antenna**	**cond.-conditional**
DA-directional antenna	**D-day**	**LS-local sunset**
ERP-effective radiated power	**N-night**	**mod.-modification**
STL-studio-transmitter link	**aur.-aural**	**trans.-transmitter**
synch. amp.-synchronous amplifier	**vis.-visual**	**unl.-unlimited hours**
STA-special temporary authorization		**CG-conditional grant**

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

March 30 Decisions . . .

BY THE COMMISSION

Extension of Authority

WIBK Knoxville, Tenn.—Granted extension of temporary authority to operate WIBK until June 29, and provided that WIBK may make application for further extension of temporary authorization upon a showing that it is proceeding diligently in the prosecution of its appeal from the Commission's decision of Aug. 11, 1949, denying license to operate AM station WIBK and construction permit for a new Class B FM station.

March 30 Applications . . .

ACCEPTED FOR FILING

AM—960 kc

KIMP Mt. Pleasant, Tex.—CP to change from 1 kw D to 1 kw-D 500 w-N DA-N on 960 kc.

Modification of CP

WHP Harrisburg, Pa.—Mod. CP change frequency, power, etc. for extension of completion date.

KPFA (FM) Berkely, Calif.—Mod. CP to change class of station from A to B, change frequency, trans. site, studio location, ERP etc.

License Renewal

Following stations request renewal of license: KTIM San Rafael, Calif.; KSCO Santa Cruz, Calif.; WDWD Dawson, Ga.; KNCM Moberly, Mo.; WWOL Buffalo, N. Y.; WABZ Albermarle, N. C.; WEEB Southern Pines, N. C.; WCMW Canton, Ohio; WPTW Piqua, Ohio; WWSO Springfield, Ohio; WIBG Philadelphia; WENA Bayamon, P. R.; KLIF Oak Cliff, Tex.; KIWW San Antonio, Tex.; KTER Terrell, Tex.

License for CP

WDAE-FM Tampa, Fla.—License for CP new FM station.

WLEE-FM Richmond, Va.—License for CP new FM station.

APPLICATIONS RETURNED

WACR Columbus, Miss.—RETURNED application for renewal of license.

K P U G Bellingham, Wash. — RETURNED application for renewal of license.

APPLICATION DISMISSED

Clarksdale Bcstg. Co., Clarksdale, Miss.—DISMISSED application for CP new AM station on 1230 kc 250 w unl.

April 2 Decisions . . .

BY THE COMMISSION

Extension of License

KQ2XBB Detroit, Mich.—Granted temporary extension of license of experimental TV station to June 1.

Modification of CP

WJPR Greenville, Miss.—Granted mod. CP to change trans. location, ant. system and type of trans.

BY THE SECRETARY

WWWR Russellville, Ala.—Granted CP to install new trans.

WGAL Lancaster, Pa.—Granted CP to install new trans.; cond.

WFYC Alma, Mich.—Granted mod. license to change name of licensee to WFYC Inc.; cond.

Following were granted extension of completion dates as follows: KOB-TV Albuquerque to 7-1-51; WENE Endicott, N. Y. to 5-12-51; cond.; WAPO Chattanooga to 7-4-51; WPTF Raleigh, N. C. to 11-1-51; WTTV Bloomington, Ind. to 7-1-51; KACE Dallas, Tex. to 12-30-51; KJCF Festus, Mo. to 4-25-51; WHP Harrisburg, Pa. to 6-2-51; WCAP Lowell, Mass. to 6-1-51; WJSW-FM Altoona, Pa. to 6-9-51; WLAN-FM Lancaster, Pa. to 10-13-51; WJBY-FM Gadsden, Ala. to 10-15-51; WAFM Birmingham, Ala. to 6-15-51; WGAL-FM Lancaster, Pa. to 11-1-51; WIUC Urbana, Ill. to 8-15-51; WFPL Louisville, Ky. to 6-18-51; WCUM-FM Cumberland, Md. to 6-13-51, cond.; WEGG Moorefield, W. Va. to 1-1-52; WGBS-FM Miami, Fla. to 7-12-51.

WCHV Charlottesville, Va.—Granted license for move of aux. trans. to present location of main trans. 1240 kc 250 w for aux. purposes only.

KFXD Nampa, Ida.—Granted license for installation new trans. and changes in trans. equipment.

Fort Bend Bcstg. Co., Rosenberg, Tex.—Granted license new remote pickup KA-7826.

Northeast Iowa Radio Corp., Oelwein, Iowa—Same KA-7319.

Donald C. Treloar, Kalispell, Mont.—Same KA-8341.

KSON San Diego, Calif.—Granted CP to install new vertical ant. and ground system.

WHJC Matewan, W. Va.—Granted mod. CP for approval of ant. trans. and studio location.

William N. Greer, St. Thomas, V. I.—Granted CP's and licenses new remote pickups KA-8565, KA-8566.

KBIS Bakersfield, Calif.—Granted license new AM station 970 kc 1 kw DA-2 unl.; cond.

WAAA Winston Salem, N. C.—Granted license new AM station 980 kc 1 kw D.

WEVC Evansville, Ind.—Granted license new noncommercial educational FM station; 91.5 mc, 1.9 kw 106 ft. ant.

WKYC Paducah, Ky.—Granted license for change in existing FM station 93.3 mc 31 kw 380 ft. ant.

Hildreth & Rogers Co., Lawrence, Mass.—Granted CP for new FM STL station KCB-44.

WLAP-FM Lexington, Ky.—Granted license new FM station Ch. 233 (94.5 mc) 3.5 kw ant. 320 ft.

WJBC-FM Bloomington, Ill.—Granted license new FM station Ch. 268 (101.5 mc) 15.5 kw ant. 425 ft.

KFCA Phoenix, Ariz.—Granted license new noncommercial educational FM station Ch. 203 (88.5 mc) 10 w.

WBEJ Elizabethton, Tenn.—Granted license for change in trans. location.

Mount Mitchell Bcstrs. Inc., Clingman's Peak, N. C.—Granted CP's for new remote pickups KID-444, KID-445.

Crosley Bcstg. Corp., Cincinnati, Ohio—Granted mod. license to change frequencies to 1606, 2074, 2102, 2758 kc for KA-4721.

ACTION ON MOTIONS

By Comr. Robert F. Jones

WJVA South Bend, Ind.—On Commission's own motion, hearing continued in proceeding upon application of WJVA from April 12 to May 1 at South Bend.

Sky Way Bcstg. Corp., Columbus, Ohio—Granted petition for extension of time to April 9 in which to file reply brief to general counsel's exceptions to initial decision issued in proceeding upon application and that of Stephen H. Kovalan, Wellston, Ohio.

Central Ohio Bcstg. Co., Galion, Ohio—Dismissed as moot petitions of Jan. 16, 23, and March 6, 1950 for leave to amend application since materials under consideration were inadequate as filed; petition to amend so as to reduce power at night from 1 kw to 500 w was accepted on 3/16/51, thereby rendering the material under consideration as moot.

By Examiner J. D. Bond

Circle Bcstg. Corp., Hollywood, Fla.—Granted petition for continuance of hearing from April 3 to May 23 in Washington in proceeding upon application.

By Examiner Basil P. Cooper

WISE Asheville, N. C.—Granted motion for leave to amend application to change from 1230 kc 250 w unl. to 1310 kc 5 kw-D 1 kw-N in lieu of 680 kc 1 kw unl. as originally requested. Application, as amended, was removed from hearing docket.

By Examiner Leo Resnick

WINS New York—It appearing that it would be to mutual advantage of applicant, hearing examiner and Commission counsel to continue the hearing upon application of WINS for extension of completion date, ordered that hearing be continued from April 16 to April 30, 1951 in Washington.

KLOK San Jose, Calif.—Granted petition for advancement of hearing from April 30 to April 23, 1951, in Washington, in proceeding upon its application for CP and that of KCBQ San Diego, Calif., for mod. license.

Hawthorn Bcstg. Co., St. Louis, Mo.—Dismissed as moot petition for continuance of hearing, presently scheduled to commence on April 3, in proceeding upon application and that of Hirsch Communication Engineering Corp., Sparta, Ill.

By Examiner Fanney N. Litvin

WCOC Meridian, Miss.—Granted pe-

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tition requesting acceptance by Commission of its untimely-filed appearance in proceeding upon application of KLCN Blytheville, Ark.

By Examiner J. D. Cunningham

Prairie Bcstg. Co., Inc., Beaver Dam, Wis.—Granted petition for continuance of hearing from April 2 to May 3 in Washington in proceeding upon its application.

By the Secretary

In the matter of a new policy on licensing of relay stations in the Industrial and Land Transportation Radio Services, Rules Parts 11 and 16, respectively. Ordered that, time for filing reply comments or briefs in this proceeding be extended from April 2 to April 16.

By Examiner Jack P. Blume

KFAB Bcstg. Co., Omaha, Neb.—Granted petition for extension of time to April 16 in which to file an opposition to motion of KXLA Pasadena, Calif., for leave to amend and hold record open in proceeding upon application of KXLA for mod. license and in re order to show cause directed against KXLA.

April 2 Applications . . .

ACCEPTED FOR FILING

Modification of License

KCSJ Pueblo, Calif.—Mod. license to change from DA-N to DA-DN on 590 kc.

License Renewal

Following stations request renewal of license: KVSM San Mateo, Calif.; WLCR Torrington, Conn.; WCNU Crestview, Fla. (resubmitted); WJVB Jacksonville Beach, Fla.; WJJD Chicago (aux.); WPEO Peoria, Ill.; WIBC Indianapolis, Ind.; KSWI Council Bluffs, Iowa; KIND Independence, Kan.; WMRP Flint, Mich. (resubmitted); WXRA Kenmore, N. Y.; WMAP Monroe, N. C.; WJMO Cleveland, Ohio; WBUT Butler, Pa. (resubmitted); KHBR Hillsboro, Tex.; KING Seattle, Wash. (aux.).

APPLICATIONS RETURNED

WMUS Muskegon, Mich.—RETURNED application for renewal of license.
WSHB Stillwater, Minn.—Same.
WRIB Providence, R. I. (aux. only)—Same.
KCTX Childress, Tex.—Same.

April 4 Decisions . . .

ACTION ON MOTIONS

By Examiner Jack P. Blume

KFFA Helena, Ark.—Granted petition for indefinite continuance of hearing, scheduled for April 6, in proceeding re application for CP to increase daytime power, install new trans., etc.

By Examiner Leo Resnick

Hawthorn Bcstg. Co., St. Louis, Mo.—Granted petition for leave to amend application to reflect plans of financing the proposed station more adequately, to change the site from a definite site to a "to be determined" basis, to correct an error in its original application etc.

April 4 Applications . . .

ACCEPTED FOR FILING

AM—630 kc

Aurora Bcstrs. Inc., Juneau, Alaska—CP for new AM station on 630 kc 1 kw unl. AMENDED to change from 1 kw unl. to 1 kw-D 500 w-N.

Modification of License

KPAS Banning, Calif.—Mod. license to change name of licensee from Byron-Wood Motors to Byron-Wood Motors d/b as Pass Bcstg. Co.

Extension of SSA

KOB Albuquerque, N. M.—Extension of Special Service Authorization to operate on 770 kc 50 kw-D 25 kw-N, using trans. authorized under CP, for period ending 3 a.m. June 1.

Modification of CP

WAYS Charlotte, N. C.—Mod. CP to increase power, install new DA and change trans. location AMENDED to

(Continued on page 80)

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Situations Wanted, 10¢ per word—*$1.00 minimum* • Help Wanted, 20¢ per word—*$2.00 minimum*
All other classifications 25¢ per word—*$4.00 minimum* • Display ads. $12.00 per inch

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All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Managerial

Texas ABC station desires aggressive commercial manager. Box 158J, BROADCASTING.

Experienced man as manager-salesman, to assume full charge western Pennsylvania radio station in city of 30,000, Pittsburgh area. Finest and most modern equipment. Excellent opportunity to qualified person. Box 165J, BROADCASTING.

Assistant commercial manager. One of radio's most successful commercial managers expects to retire within the next few years. He is looking for an assistant whom he can train to succeed him. To be considered, you must have a successful background of at least five years of radio selling in a competitive major market, executive ability, highest character references, the desire for permanency and the willingness to work. An outstanding opportunity awaits an outstanding man. In reply, give full particulars about your past experience, salaries and all other pertinent information. All replies will be held in confidence. Box 285J, BROADCASTING.

Manager wanted for one kilowatt daytime station in southern market. $10,000 investment will buy half interest. Box 355J, BROADCASTING.

Salesmen

Salesman: Excellent opportunity for the right man or woman with sales experience for one of New England's major markets. Salary, commission and expense account. Write Box 234J, BROADCASTING.

Wanted: Experienced radio salesmen with proven productivity in one call special feature selling. Capable of earning ten to fifteen thousand per year. Box 248J, BROADCASTING.

Wanted—Salesman for metropolitan market of 200,000. Fulltime CBS affiliate in northeast area. Salary and commission. State sales record and past radio experience, references. Opportunity unlimited. Box 274J, BROADCASTING.

Sales-promotion. Experienced in all phases of radio audience building, station promotion, advertising, with ability to build local programs that can be sold and will produce for the sponsor. Advise previous experience, salaries, references and salary expected and give your success story in detail. Salary commensurate with ability. 5 kw network station in metropolitan area. Box 284J, BROADCASTING.

Salesman with technical training, especially equipped for selling tape recorders also experienced with transmitters to cover southwest contacting broadcast stations, recording studios, colleges, armed services. Box 330J, BROADCASTING.

Wanted: Top mail pull station in need of experienced mail pull salesman. Excellent proposition for right man. Write Box 342J, BROADCASTING.

Established network station excellent southern market needs man who can sell. Commission basis. Good income to start. No floaters. Desire family man with car who will enjoy living in community 50,000. Send photo and full details to Box 352J, BROADCASTING.

Salesman-announcer, Maryland network affiliate. Personable experienced man to assume sales responsibilities. Excellent opportunity, must have ability to extend success of established station to a new community. Start immediately. Write all information, references, first letter. Reply Box 354J, BROADCASTING.

Salesman for west coast metropolitan market. Major network. Good salary. Liberal commission. Strong producer can earn in five figure bracket. Give experience record, references, complete data. Our manager in east now for interviews. Get application in by wire to Box 372J, BROADCASTING.

Help Wanted (Cont'd)

Salesman, independent. Fulltime leading station in city of 2500, good market. Must have experience, car. $300 per month basic and commission. WOHI, East Liverpool, Ohio.

Announcers

If you're a good announcer with first class ticket, you're worth seventy-five starting salary to an up-and-coming Pennsylvania independent. Give experience, full details and disc in first reply. Box 90J, BROADCASTING.

Experienced announcer, central Illinois, 250 watter. Give full details, experience and salary required. Box 135J, BROADCASTING.

Manager wanted immediately, combination engineer with emphasis on announcing. Immediate opening for man with good attitude. Have all correspondence addressed to Box 186J, BROADCASTING.

Announcer for Gulf Coast area, with first class license. Send disc, photo, references first letter. Box 216J, BROADCASTING.

Combination announcer-first class engineer. Emphasis on announcing. Must be total abstainer and Christian of clean habits. Start $62.40, 48 hour week, AM-FM station in Georgia. Send all details first letter. Box 235J, BROADCASTING.

Topnotch announcers (2). No "has beens" or "almost theres." These men must be good. News and DJ on hot eastern indie. Box 338J, BROADCASTING.

Immediate opening for good announcer with first class license. Salary dependent upon ability. KALT, Atlanta, Texas.

Experienced announcer with ticket. Capable, versatile announcing ability required. Salary $250. Phone or wire J. B. McNutt, KBUD, Athens, Texas.

Announcer, single. Send audition disc, photo, details. WAND, Canton, Ohio.

Announcers, news editor duties about fifty-fifty for small station developing news room. Reasonable salary. Good living conditions. WBUY, Lexington, N. C.

Sports announcer. Adept at play-by-play. Handle regular nightly sponsored sportscast plus some staff work. Good base plus talent. Apply in writing only, giving full background and experience. J. D. Swan, Manager, WCAX, Burlington, Vermont.

Fully experienced all-round announcers, including sports. Good salary and permanent job to qualified men. Phone for personal interview and audition. Manager, WDBC, Escanaba, Michigan.

Immediate opening for good announcer, send disc and complete information first letter. WDBL, Springfield, Tennessee.

Wanted: Announcer-engineer, emphasis on announcing. Experience desired but not necessary. Rush disc, full particulars in 1st letter. WDEC, Americus, Georgia.

Announcer-engineer, you can earn $5.00 to $10.00 per week more with us if you have first phone and some announcing ability. Excellent working and living conditions. WKUL, Cullman, Alabama.

Good, solid commercial announcer, preferably with independent station experience. Permanent position for capable man. Send disc, photo, details to John Fahnline, Jr., WPIC, Sharon, Pa.

Help Wanted (Cont'd)

Radio station WSTA located in St. Thomas, Virgin Islands, needs, immediately, two announcers with 1st phones. Announcing ability primarily important. Ideal climate, beaches. $50.00 week to start. Disc, full details first letter.

Announcer-engineer, emphasis on announcing. Network affiliate. $65.00 weekly starting, raise according to ability. 36 hour week. Ideal working conditions, excellent community. Send background, disc, photo to Lee S. Bullis, WULA, Eufaula, Alabama.

Technical

Engineer: Chief with construction experience to install 1000 watter in New York state. Send complete resume of age, experience, martial and draft status, references, salary requirement. Car needed. Box 230J, BROADCASTING.

Eastern New York station wants experienced, licensed, engineer-announcer. Five day, 40 hour week, excellent salary, for man with right qualifications. Box 267J, BROADCASTING.

Technician wanted for Virginia network station. No announcing required, no previous experience necessary. First class license. Box 271J, BROADCASTING.

Wanted: Engineer. Preferably combination to work in a small community station in Mississippi. Salary depends upon ability with position of chief engineer open. Give full details. Box 334J, BROADCASTING.

Wanted—engineer, prefer combination engineer-announcer. Experience not essential. 250 watt middle east network affiliate. Box 348J, BROADCASTING.

Wanted: Combination engineer-announcer and salesman. Future for hard workers. Box 351J, BROADCASTING.

Chief engineer, will stand only 2 watches per week at transmitter. Network affiliate, located in Virginia. Box 362J, BROADCASTING.

South Carolina town, 20,000, wants married man with first phone for night shift, fifty hours. Combination announcer-program director, trial 60 days, $300.00 month, thereafter $400.00. Two weeks vacation with pay and hospital benefits. Reply Box 363J, BROADCASTING.

Chief engineer by May 1. Prefer man with announcing experience interested permanent, good pay position. Outside maintenance police, cab radio. Rush complete background, photo, references to Manager, KSIB, Creston, Iowa.

Engineer with announcing capabilities not necessarily experienced, needed immediately by CBS affiliate. Contact Jim Duncan at KSIL, Silver City, N. M.

Wanted: First phone transmitter engineer. Experience not necessary. No announcing. Chief Engineer, WHAN, Charleston, S. C.

Wanted at once, transmitter operator. $45.00 for forty (40) hours. Write Lew Frye, c/o WLOG, Logan, West Virginia.

WMTE, Manistee, Michigan now accepting applications all departments. New station, good pay, good hours. Letter and photo, no discs or tapes.

Engineer, network station. Announcing experience helpful, not necessary. WSOY, Decatur, Illinois.

Production-Programming, others

New Pennsylvania independent needs girl for continuity and air work. State experience and full details first reply. Good salary. Box 91J, BROADCASTING.

Help Wanted (Cont'd)

Help wanted - female continuity writer, capable of imaginative copywriting who has a good voice for women's shows. This person wants to join staff of network affiliate well established in splendid community. Give full particulars including salary requirements and when available in first letter. All replies confidential. Box 242J, BROADCASTING.

Program director, able to take complete charge of program department in a highly rated regional station. Major market experience and ability to compete locally with network ratings, are "musts." We expect more and pay accordingly, so please don't reply unless you have an outstanding success record as program director. If you qualify, tell us all about yourself in your first letter. Confidential. Box 283J, BROADCASTING.

Wanted: Female continuity writer 5000 watt midwestern network station. Excellent opportunity, good salary. Send complete information and salary expected in first letter to Box 315J, BROADCASTING.

Continuity: 1000 watt independent near Chicago wants experienced advertising copywriter. Personal interview required. Box 369J, BROADCASTING.

Copywriter, male or female. Desire initiative person. Send details including salary to WBUY, Lexington, N. C.

College educated girl to run copy department of on-the-ball 250 Mutual station near seashore. Marine Corps base. Must write original, result getting copy. Airmail copy samples, availability, salary requirements, full details. WHIT, New Bern, N. C.

WOWO, Fort Wayne, needs two good men, newsman who rewrites and a staff man. Talent possibilities. Rush disc or come for audition. Mail vital statistics, stations worked, education background.

Experienced news man, rewrite, reporting ability desirable. Top voice essential. Submit background, audition, tape or disc, photo first letter. Income commensurate with ability. All inquiries confidential. Reply 411 Board of Trade Building, Indianapolis, Indiana.

Situations Wanted

Managerial

In eighteen months increased gross ten times with station in 100,000 market. Ready to move up. Completely experienced all phases radio. Box 67J, BROADCASTING.

Manager, now general manager highly successful network station in southwestern metropolitan market. Present owner selling station. Young and aggressive. Can furnish finest references. Prefer west or southwest. Will consider midwest. All replies confidential. Box 272J, BROADCASTING.

Available May 1st. Eight years successful experience station and sales management. Prefer established one station market in midwest with investment possibilities. Draft exempt family man. Full info from Box 337J, BROADCASTING.

Manager, 26 years actively in field. Engineering, programming, sales and administration. Presently radio station consultant, but now desire permanent association. Full details on request. Contact me during convention at Walbrook 5-3286 Chicago or through Box 343J, BROADCASTING.

Manager-sales manager, now employed. Will produce more sales and profits in competitive market. Would like city in south or southwest needing three or more salesmen. Have the knowhow if you have anything to offer. Box 347J, BROADCASTING.

Manager or sales manager. Highly successful record major and secondary market station operation. Actual experience several years each departments, sales, programming, production, public and employee relations, both new and going stations. Presently employed. Your interest held strict confidence. Box 360J, BROADCASTING.

General manager, 12 years experience; mature, sober, highly successful sales background. Assume full responsibility. Desire midwest or eastern location. Salary plus percentage. Box 364J, BROADCASTING.

Manager interested in change. Presently general manager independent medium market. 6 years experience all phases radio, specialize in selling, programming, etc. Prefer south. Guarantee results. For complete story, write Box 366J, BROADCASTING.

Situations Wanted

Salesmen

Salesman-sportscaster, 5 years, large and small market, married, all sports. West, southwest. Box 227J, BROADCASTING.

Livewire, sales, promotion, programming man, seeks radio or TV competitive market with opportunities. Prefer western states. Box 255J, BROADCASTING.

Commercial salesman now working radio, looking for better opportunity. 40 years old, married, non drinker, college graduate, reliable. Address replies to Box 317J, BROADCASTING.

Experienced salesman with plenty of programming background wishes tough selling job when ability will be compensated accordingly. Need drawing account through orientation period. Thereafter commission only. Single, draft exempt (World War II veteran) age 29. Box 328J, BROADCASTING.

Seasoned salesman, college degree, successful producer, now employed, desires change, station reps or TV sales. Box 345J, BROADCASTING.

Announcers

Sports wanted year-round. Experienced AA baseball, midwest basketball, football and all staff. National agency, sponsor recommendations. Veteran, 3 children, college. Draft exempt. Box 955H, BROADCASTING.

Baseball announcer: One of nations best. Real promoter. Not run of the mill. Available for radio-TV year-round work. Box 154J, BROADCASTING.

Sports announcer presently employed. 4 years staff, sports experience. Single. Definitely draft exempt. State salary, complete sports setup. Best references. Box 236J, BROADCASTING.

Announcer - 2 years experience, vet, all phases, specialty on play-by-play and disc shows, can also sell. Box 244J, BROADCASTING.

Experienced announcer desires position with foreign American station. Now employed, best references. Consider anywhere. Complete data. Box 247J, BROADCASTING.

Nationally known sports broadcaster available immediately. Married, veteran, draft free. Best of references. Personal interview, audition at my expense. Box 251J, BROADCASTING.

Draft exempt veteran, 26, 4 years experience. Presently employed as chief announcer at metropolitan station in New York. Desires permanent position at progressive station. Box 252J, BROADCASTING.

Experienced staff announcer. College graduate. Radio major. Veteran. Operates board. Draft exempt. Young. Capable. Desires position in east. Box 269J, BROADCASTING.

Baseball announcer. Topflight. Experienced all sports. Veteran. Married. College grad. References. Box 278J, BROADCASTING.

Solid 5 years experience special events, news, sports play-by-play, staff. Within 50 miles New York City. Immediately available personal audition. Call New York Wadsworth 8-1607 or Box 305J, BROADCASTING.

Sportscaster, deejay. 13 years radio; TV experience. Past five years with one of New York City's top indies. Presently free lancing in New York with own shows. If you want a thoroughly schooled man with a complete radio background including major league play-by-play baseball, I'm your guy. Excellent top level references. Veteran, age 33, married, family, draft exempt. $150 minimum plus fees. Box 306J, BROADCASTING.

Year round play-by-play announcer. Must have organized baseball. Married. Draft exempt. Veteran. Box 307J, BROADCASTING.

Experienced announcer-writer. Sixty minimum. Specialty news-classics. Travel hundred mile area New York City. Available after April Twentieth. Box 309J, BROADCASTING.

Announcer. Vet, college, seeks first position. FM experience. Travel, east. Box 310J, BROADCASTING.

Situations Wanted (Cont'd)

Sport announcer, experienced play-by-play, sport shows. Veteran, married, presently employed, wish to advance. Top salesman with car. Live discs available. Excellent references. Write own shows. Available two weeks notice. Box 311J, BROADCASTING.

Announcer, continuity writer, vet, 24, father, college graduate, available June. Year experience excellent small market station. Emphasis announcing, authoritative news, personable DJ. Familiar all phases control board operation. Prefer Rocky Mountain, southwest. Box 312J, BROADCASTING.

Combo, three years experience. Now chief engineer 250 watter. 28, draft exempt. Prefer west coast. What have you? Box 313J, BROADCASTING.

Announcer, 1st phone, 6 years experience including play-by-play. Prefer northwest. Minimum $80. Box 314J, BROADCASTING.

Announcer, three years experience. Married, veteran, no floater, knows consoles, best references, prefers midwest. Box 316J, BROADCASTING.

Announcer, DJ and special events man. 7 years in northeastern radio. Family man. Work board and news. Starting base $75. Write Box 319J, BROADCASTING.

Comedy DJ combination, 8 years success. Dependable, married, exempt, employed. "The voice that sells." $100. Box 321J, BROADCASTING.

Staff man, 4 years experience. Prefers position in northeast. Strong on commercials. Disc available. Box 322J, BROADCASTING.

Draft exempt announcer, vet, now employed, desires change, two years experience, console, news, disc shows, baseball play-by-play and live talent shows. Pleasant voice, family man, age 26, steady, progressive. Prefer west or midwest, will answer all correspondence. Tape on request. Box 326J, BROADCASTING.

Announcer, first phone, draft exempt, family man, disc jockey on southern station wants change. Local newspaper write-ups, variety show, plus news and sports reporting. Prefer north. Box 331J, BROADCASTING.

Announcer-engineer 10 full years well rounded radio experience. Available two weeks notice. Presently chief engineer kilowatt directional. $100 minimum. 40 hours. Box 333J, BROADCASTING.

Now employed 50 kw AM-TV outlet. Seven years radio. Four years TV experience announcing, disc jockeying, singing, writing. Desire to settle permanently with combined operation organization, or disc jockey opportunity with major AM station. Eastern seaboard preferred but not necessarily. Age 32, married. Disc, picture, resume, references on request. Box 335J, BROADCASTING.

Two draft exempt family men. Each employed four years at one of nations leading stations. Combined 13 years of thorough experience. Present positions good but wish to affiliate with progressive station that offers opportunity to specialize and build shows to make you money. All replies acknowledged. Box 336J, BROADCASTING.

All this and draft exempt too. Staff announcer, newscaster, news writer, continuity writer, console operator and DJ available. Four years metropolitan newspaper and radio experience. Originated local news broadcasts in an area of 225 thousand listeners. It sells. Box 339J, BROADCASTING.

Announcer, experienced all phases, desires permanent position where plans for the future are possible, can operate console, married, draft exempt. Box 340J, BROADCASTING.

Morning man, 6 years, deep voice, draft free, dependable. Prefer southwest. Available now. Box 341J, BROADCASTING.

Announcer, DJ, music librarian, program director with three years big city broadcasting experience desires position in Chicago area. Intimate quality plus sock SA in voice in presentation of patter and continuity has built terrific Chicago audience. Change in station programming reason for seeking new spot. Can produce results. Single, conscientious, reliable worker. Best of references available, plus audience availability proof. Write Box 344J, BROADCASTING.

Situations Wanted (Cont'd)

Four years experience offered to California, Oregon, Washington or other western stations who wants a solid disc jockey and/or announcer-newsman, or program director. Presently employed west coast. Box 346J, BROADCASTING.

Experienced in tape recorded remotes. Graduate leading Chicago radio school. Guitar player. 24, veteran. Will travel. Box 349J, BROADCASTING.

Announcer-salesman, limited experience. College, draft exempt. All phases radio. Control board. Box 350J, BROADCASTING.

No frills but facts. Reliable, competent, four years experience, draft exempt staff man available for northeast market. Box 367J, BROADCASTING.

Baseball man. Desire year round work. Married, veteran. College. Employed. Box 368J, BROADCASTING.

Announcing-newscasting, disc jockey shows, control board operation. Sales, writer. Married, negro, veteran. Audition available. Box 370J, BROADCASTING.

Announcer-newscaster, graduate Radio City course. Previously newspaperman, platform lecturer. Married, veteran. Prefer New York commuting. Disc available. Box 371J, BROADCASTING.

Announcer, experienced, married, draft exempt. Disc available. Write c/o Apt. 2-H, 935 East 163rd Street, New York 59, N. Y.

Look here fellows. I'm getting mighty tired spending good, hard cash on these ads. After listening to my radio I know some of you need new, more experienced deejay-announcers. I'm not desperate, turned down 4 job offers in last three weeks, just looking for a station in which I can be permanently happy. Five years experience in two stations, 29 years old, married. Sincere, homey, friendly approach that sells. Good natured, but not cute. Top deejay-commercial announcer, special events, listenable news. I won't list all my abilities, you wouldn't believe me anyway. Full details, recent photos, "unrehearsed" audition tape available. Call DIvision 4 6264 any day til 3. Tommy Edwards, 1708 West Walnut, Milwaukee, Wisconsin.

Announcer-salesman, 39, family, some experience, professionally trained, write copy, public speaking instructor. Sober, reliable, cooperative, draft exempt. Now in sales. Charles Freeman, phone 2-5847, 3412 Bolivar, Alton, Illinois.

Made out great in-east. This dope had to come to Hollywood and starve like the rest of them. Anyway here goes again. Young vet., 3 years experience deejay. Appreciate southern California offer. Somebody please! I'm hungry. Eddie Lambert, P. O. Box 16551, Hollywood 38, California.

Draft exempt top newscaster and commercial man. Slight British accent. Address Henry Thieme, 12B, Hospital Hill, Kansas City, Missouri, Victor 8215.

Technical

Chief engineer, twenty years experience including construction three stations. Box 332J, BROADCASTING.

Phone first, permanent. Salary, hours first contact. Box 361J, BROADCASTING.

Engineer, 3 years transmitter, remotes, tape recorders. Box 375J, BROADCASTING.

Single veteran, 27, desires employment Arizona or New Mexico. Preferably transmitter. Available May 1. All replies considered. Howard Smith, 3617 Farnam, Omaha, Nebraska.

Available, radiotelephone first and second class operators 250 watt, FM experience, desire positions in Indiana or midwest. Write details, salary, etc., Indianapolis Electronic School, 312 E. Washington Street, Indianapolis, Indiana.

Production-Programming, others

Farm director: Desires change to larger market. Good voice, draft exempt. Usual notice. Box 323J, BROADCASTING.

Professional home economist desires position as women's director with active, established station. One year behind mike. Excellent home economics and teaching background. Thorough knowledge of radio. Prefer midwest. Best references. Disc and photo on request. Box 204J, BROADCASTING.

(Continued on next page)

NO SHORTAGES HERE!

The complete inventory of new broadcast speech, antenna, and transmitter units and components from Raytheon Manufacturing Company, Waltham, Massachusetts, has been purchased by ELECTRONIC SERVICE CORPORATION of Louisville, Kentucky.

Immediate delivery is offered on these standard Raytheon finished products, all *brand new*, in original pack, and FOB Louisville.

AUDIO EQUIPMENT

QUANTITY		PRICE EACH
6	RR-30 three channel remote amplifiers	$350.00
24	RR-10 single channel remote amplifiers	121.00
32	RZ-10 four-channel pre-amplifier assembly	365.00
15	RM-10 10-watt monitoring amplifier	190.00
47	RP-10 program amplifiers	190.00
10	RPL-10 line amplifiers	210.00
21	RFP-10 switch and fuse panel assembly	50.00

ANTENNA EQUIPMENT

21	RT-1000 1 kw antenna tuning units	310.50
15	RLC-10H housed tower lighting chokes	145.00
12	RLC-10 tower lighting chokes, unhoused	60.00
42	RCM-10 vacuum tube current meter kit, less meter	27.00

Components and complete units for the Raytheon 250-1 kw-5 kw-10 kw AM-FM transmitters and phasing equipment will be available in limited numbers after removal from Raytheon warehouse to ELECTRONIC SERVICE CORPORATION shops at Lincoln, Nebraska. Other Raytheon, RCA, Western Electric, Collins, Gates material on hand.

ELECTRONIC SERVICE CORPORATION, owned by Steve Cisler (WKYW) and Howard SHUMAN (KLMS) specializes in new and used broadcasting equipment of all makes.

Stations consolidating operations, changing power, deleting equipment will find this firm interested in bidding on all material on cash or trade basis.

ELECTRONIC SERVICE CORPORATION

Steve Cisler	Howard Shuman
431 W. Jefferson St.	130 N. 16th St.
Louisville, Kentucky	Lincoln, Nebraska
Clay 4811	2-7579

Situation Wanted (Cont'd)

Program - news director, announcer: Twelve years background all phases: Excellent musical background, good commercial voice. Family man, $80.00 minimum. Disc, photo, references available. Box 308J, BROADCASTING.

PD. Successful experience record. Can supervise all production departments. Personal interview in NY region. Box 318J, BROADCASTING.

Program director with two years experience available two weeks' notice. 27, university, vet, family. Interested? Box 320J, BROADCASTING.

Program director: Desires change. Draft exempt. Net and independent experience. Top morning man, hillbilly, sports. Versatile, producer. Usual notice. Box 324J, BROADCASTING.

News writer, 6 years experience news, sports, continuity, some announcing, presently employed, college, veteran. Write 325J, BROADCASTING.

Draft exempt veteran, age 29, is looking for program director job in local or regional station. Background includes 6 years network production, announcing and programming, independent free lance production. Also selling experience with local station. Looking for permanent job. No floater nor boozer. Box 329J, BROADCASTING.

Programming, production, public relations, experienced all phases station operation, including selling. Prefer independent station or affiliate emphasizing strong local programming. Now program director at 1000 watt independent in large metropolitan market but want change. Can be available by May 1st. Box 374J, BROADCASTING.

Good commercials, topnotch continuity, veteran, married, 25, experienced college 5 kw station, editor college magazine, trained announcing techniques, wants radio or TV writing job with chance to work into production, available after June graduation. Alvin C. Croft, 917 Sunset Lane, East Lansing, Michigan.

Television

Salesman

Syracuse University graduate, experienced, seasoned salesman, desires position TV sales. Box 359J, BROADCASTING • *TELECASTING.*

For Sale

Stations

Successful 1 kw daytimer and class B FM in large eastern metropolitan market. Gross '49 and '50 over $200,000. Principals only. Box 205J, BROADCASTING.

For sale: 1000 watt, fulltime, AM station. Network affiliate, in industrial New England city. Box 226J, BROADCASTING.

Equipment etc.

GE 3 kw FM transmitter and monitor. Box 107J, BROADCASTING.

Have new guyed radio towers complete with #10 bare copper ground wire. Write Box 162J, BROADCASTING.

Situation Wanted (Cont'd)

Best offer takes 3 kw Federal FM transmitter, Andrew 4 bay side mounting antenna with 280 feet 1⅝ inch cable, hangers, etc. Box 136J, BROADCASTING.

RCA 3 kw FM and GE 3 kw FM transmitters, two GE BM-1A station monitors, 2 bay GE antenna. Make offer. Box 166J, BROADCASTING.

For sale: Model 6N Presto instantaneous recorder with microscope. Like new. $500.00. Box 327J, BROADCASTING.

RCA MI-11900 recording attachment complete, also MI-4928 microscope. Both items in new condition. Contact General Manager, WEOL, Elyria, Ohio.

Two RCA Universal pickup kits MI-4875-G, two filters, switches, arms, heads and mounting plates. Plus one spare head. All are in excellent condition. Cost $350.00, first $200.00 takes them. WHYN, Holyoke, Mass.

For sale: Equipment, complete set tower lights (4) and flashing beacon Hughey-Phillips, $200.00. Gates tuning unit model 21A less meter, $100.00. Westinghouse tower flasher unit $40.00. 2-Pickering 16 inch transcription arms complete with heads, $15.00 each. Brush tape recorder model BK-401, $65.00 8 ft. rack open end, $12.00. In good condition. Contact J. Eric Williams, Radio Station WGAT, 250 Genesse St., Utica, N. Y.

Wanted to Buy

Stations

Experienced manager desires to purchase or invest in to personally manage a radio station in midwest area. Write Box 184J, BROADCASTING.

Equipment etc.

Wanted in good condition: General Radio 1170-A FM frequency monitor; Esterline-Angus one milliampere recording meter, preferably with Telechron motor. Box 296J, BROADCASTING.

Will pay cash for good used equipment for 250 watt installation. Everything from tower to studio. Gadsden Radio Company, P. O. Box 937, Gadsden, Alabama.

Miscellaneous

$300,000 purchase money by successful metropolitan S-A-L-E-S radio executive. Principals: Box 365J, BROADCASTING.

Help Wanted

Announcers

Major network station needs topflight morning man. Excellent base plus talent. Send audition and complete background to Box 358J, BROADCASTING.

Situation Wanted (Cont'd)

Salesmen

COMMERCIAL MANAGER

We have a good sales staff making money for themselves and us. We are seeking more sales under direction of a proven, capable sales manager. Experienced and happy staff successfully operating 1000 watt fulltime station in Midwest market of 135,000.

You need a proven successful sales or sales manager background. Personal meeting with general manager-owner at N.A.B. Convention important.

Box 356J, BROADCASTING,
360 N. Michigan, Chicago

Situations Wanted

Production-Programming, others

GENERAL ADVERTISING MANAGER

Versatile ad man with five years experience . . . as art director, layout man, copywriter, production manager, time buyer . . . in retail credit chain, general advertising agency, radio and TV mail order agency . . . on printed, outdoor and broadcasting media. Employed. Ready for immediate move up the ladder. Box 353J, BROADCASTING.

PROGRAM DIRECTOR-ANNOUNCER

31 months in present station in programming and sales. Play-by-play, news, special events. Excellent references from general manager of this local in N. Y. area. Desire move back to program director in regional or in program-announcing capacity. B.F.A. Married. Good draft status. Willing to relocate anywhere if opportunity is good. Box 373J, BROADCASTING.

For Sale

Equipment etc.

Available—*for immediate shipment*—new and used Wincharger guyed towers—will sell erected—can supply ground wire. Contact one of the following. Look us up at the NAB:

Warren Cozzens, 720 Main St., Evanston, Illinois. Phone: **Davis 8-4800.**

Henry Geist, 60 East 42nd St., New York 17. Phone: **Murray Hill 7-1550.**

W. E. Taylor, Signal Mountain Chattanooga, Tenn. **Phone: 88-2428**

Wanted to Buy

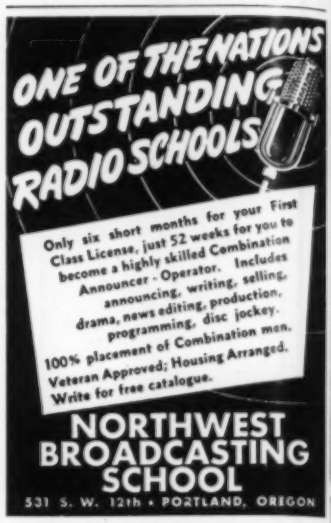
Equipment etc.

WANTED—

Old Sons of the Pioneers
records or transcriptions

WPIC,
P. O. Box 541, Sharon, Pa.

Schools


ONE OF THE NATIONS OUTSTANDING RADIO SCHOOLS
Only six short months for your First Class License, just 52 weeks for you to become a highly skilled Combination Announcer - Operator. Includes announcing, writing, selling, drama, news editing, production, programming, disc jockey.
100% placement of Combination men.
Veteran Approved; Housing Arranged.
Write for free catalogue.
NORTHWEST BROADCASTING SCHOOL
531 S. W. 12th • PORTLAND, OREGON

W. O. PLAYER JR.

State Dept. Official Dies

FUNERAL services were held April 1 for William O. Player Jr., 44, special aide to Edward W. Barrett, Assistant Secretary of State for Public Affairs, who died of a heart ailment March 30 while conferring with his deputy assistant, Joseph M. Sitrick.

Mr. Player, a former newspaperman, handled many important assignments for the department's foreign information program and was particularly active in recent months in connection with the U. S. "Campaign of Truth" and expanding Voice of America activities.

A native of Greensboro, N. C., Mr. Player was associated in reportorial capacities with the *Columbia,* (S. C.) *Record, Birmingham Post, Baltimore Sun* and *New York Post.* He served as Washington correspondent for the latter newspaper from 1942 to 1949, when he was appointed foreign affairs specialist for the State Dept. He is survived by his widow, Nell; a son, William Player III, and a sister, Ann.

EMERSON RADIO & PHONOGRAPH Corp.'s board of directors has declared a quarterly dividend of 25 cents per share on 1,935,187 common stock shares outstanding, payable April 16 to stockholders of record April 5.

Our Three Offices
Will Be Represented At The
NARTB Convention—Chicago

Suite 1300-1301-1301A Hotel Stevens will be headquarters for our three offices during the NARTB Convention in Chicago April 15-19.

There is increased activity at this time so be sure and see us next week if you are interested in expanding or selling your radio interests.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn	Harold R. Murphy	Ray V. Hamilton
Washington Bldg.	360 N. Mich. Ave.	235 Montgomery St.
Sterling 4341-2	Randolph 6-4550	Exbrook 2-5672

AM STATION WANTED

Partners and friends of long standing wish to purchase a fulltime network affiliate now in the black, outside of a primary market and in a pleasant community in which to live.

Cash available to $20,000. Balance to be financed. We have another going business (established 1936) with excellent bank and commercial references.

Will consider anything from Denver east meeting above conditions. Please furnish such information as you feel will be of interest so personal contact may be arranged. We will deal direct or through your broker.

BOX 357J, BROADCASTING

Advertising Tax?

(Continued from page 19)

a heavy dip in advertising expenditures. They included:

1. Discontinuance of advertising of some types of products for what it calls "the duration."

2. Reduction in the quantity of advertising by others.

3. Shift to direct advertising by mail or handbill "in case the tax could not be made to apply to these types of advertising."

According to these tax experts, if the "heavy tax had no effect on the volume of advertising or the prices charged, the yield from a 20 to 25% tax would be well over $1 billion."

On the other hand, the writers of the recommendation opined, if the taxation succeeded in reducing advertising volume, probably the following factors would occur:

1. Lowering of the estimated tax revenue.

2. Reduction in demand for goods and materials going into advertising.

3. Cut in stimulus by advertising to cause people to buy.

It continued: "To the extent advertising media reduced their rates and absorbed part of the excise tax, their net income would also be reduced and hence the revenue from the income tax would be reduced."

Staff Reasoning

The staff further conjectured that a reduction of advertisers' profits and of income tax revenue would follow a cut in sales resulting from the reduction of advertising volume. Thus, the staff envisions a subsequent cutback in inflationary pressures and an increase in consumer saving.

In an afterthought assault on advertiser budgeting, the committee researchers asserted:

"It is even conceivable that the yield from other taxes might also be increased, especially if the tax on advertising resulted in reduced expenditures for 'good will' advertising more or less deliberately engaged in to avoid excess profits and corporation income taxes."

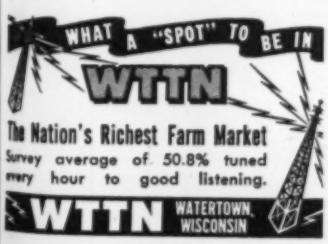
Sen. Joseph C. O'Mahoney (D-Wyo.) is chairman of the joint committee. In a preface to the report, he said he wanted it clearly understood that neither the committee nor any individual member is "in any way committed" to the staff's views.

Questioned about the staff members who wrote the supplemental on the ad tax, John W. Lehman, committee clerk, said no specific individual compiled the information, but that it had been a joint project under the direction of Dr. Theodore J. Kreps, staff director.

The full committee staff is listed as: Dr. Kreps, Mr. Lehman, Associate Staff Director Grover W. Ensley; Fred E. Berquist, economist for the minority; James W. Knowles and William H. Moore, economists; Elizabeth Magill, research assistant; Marian T. Tracy, assistant clerk.

From Sen. William Benton (D-Conn.), meanwhile, came a call for a "national crusade against inflation" via "every medium of communication," including television, radio, and other media. Sen. Benton would have the media set up a national committee to dramatize the "critical nature of our current financial situation."

Coincident with these developments, Treasury Secretary John W. Snyder told the House Ways & Means Committee that the administration would not seek the $6.5 billion revenue as an addition to the $10 billion it currently wants from Congress. Thus, as the tax proposals now stand, the administration's recommended boost in radio-TV set excises on the manufacturer level apparently still stick.


WHAT A "SPOT" TO BE IN
WTTN
The Nation's Richest Farm Market
Survey average of 50.8% tuned every hour to good listening.
WTTN
WATERTOWN, WISCONSIN

RADIO USAGE

Trendex Studies TV Homes

INDICATIONS that radio already has suffered the most serious effects of TV competition and is back on the road to a new normalcy of set usage come from results of a study, "Survey X," released by Trendex Inc.

The survey revealed that evening radio use is 20% higher in homes which have had TV for two years or more than for homes in which the video receiver is less than a year old. Also, the study showed that TV set use is 11% lower in homes which have had TV for two years or more than in TV homes of a year or less standing.

"In the television home," Trendex noted, "a higher percentage of radio listening was found during the morning hours than in the radio only homes; this would seem to lend substance to the theory, held by many, that it was the radio enthusiast who purchased the first television sets."

Considering the use of various sets in multi-set homes, the survey reported that in TV homes with both television and radio sets operating, 32.1% of the radios in use were in the kitchen during the 6-10 p.m. period, while in radio-only homes for the same period, 53.8% of the radio sets in use were in the living room and only 17.4% in the kitchen. Multiple set usage was found to be highest in the evening hours and not in the late afternoon when juvenile programs predominate, as had been assumed.

The survey utilized the telephone coincidental interview method and was based on some 5,000 contacts.

upcoming

April 15-19: NARTB 29th Annual Convention, Hotel Stevens, Chicago.

April 16: Mobilization Conference, Eighth Street Theatre, Chicago.

April 16-18: Engineering Conference, Hotel Stevens, Chicago.

April 16-19: Management Conference, Hotel Stevens, Chicago.

* * *

April 9: McFarland Bill (S 658) hearings resume. Room 1334, New House Office Bldg., 10 a.m., Washington, D. C.

April 10: House Un-American Activities Committee Entertainment Probe, Old House Office Bldg., Washington, D. C.

April 11: Brand Names Day 1951, Hotel Commodore, New York.

April 11-13: AIEE Southern District Meeting, Miami Beach, Fla.

April 14: Fifth Annual Spring Technical Conference, Cincinnati Section of IRE, Engineering Society Headquarters, Cincinnati.

April 14-18: Financial Public Relations Assn., Midyear Meeting, Dallas, Tex.

April 16-18: USA National Committee of the International Scientific Radio Union and Professional Group on Antennas and Wave Propagation of the IRE, National Bureau of Standards, Washington, D. C.

April 19-21: AAAA 33d Annual Meeting, Greenbrier, White Sulphur Springs, W. Va.

April 19-21: Armed Forces Communications Assn. Convention, Drake Hotel, Chicago.

April 20: American Society of Newspaper Editors Radio-TV Forum, ASNE Convention, 3:30 p.m., Hotel Statler, Washington, D. C.

ADS IMPORTANT

Brophy Tells Hill Group

IMPORTANCE of advertising in a defense economy was stressed by Thomas D'A. Brophy, chairman of the board, Kenyon & Eckhardt Inc., on behalf of the American Assn. of Advertising Agencies, on Capitol Hill last week.

Mr. Brophy emphasized that advertising has the chief role of moving goods and making possible an expanded economy, since "advertising is the counterpart in distribution of the machine in production." His statements were contained in testimony delivered before the House Post Office Committee in opposition to a bill (HR 2982) to readjust postal rates.

NARTB Presidency

(Continued from page 18)

association's affairs will be evident immediately to hundreds of broadcasters throughout the nation, most of whom know him personally and all of whom are familiar with his great contributions to American radio. An outstanding leader in his own community, and nationally in the profession to which he has devoted 24 years, Mr. Fellows assumes the NARTB post thoroughly experienced in all phases of broadcasting.

Speaking of the appointment, Judge Miller said:

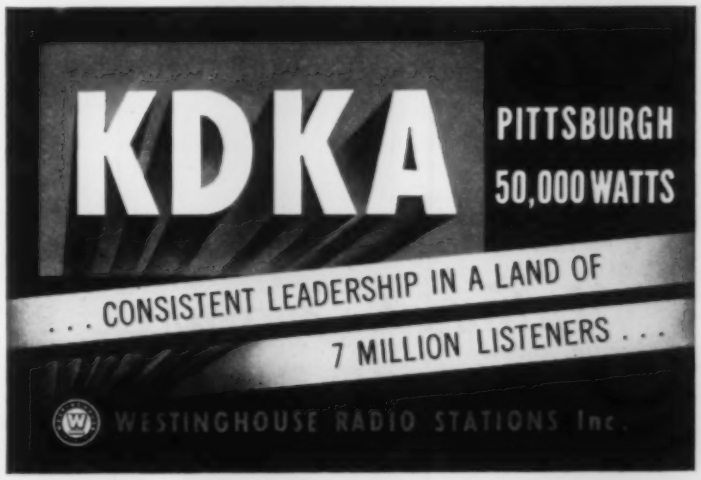
I have worked with Harold Fellows over the years and am well acquainted with his great capacities for leadership and his thorough knowledge of the broadcasting profession. I have seen the high regard in which he is held not only by his fellow broadcasters, but by leading citizens of Massachusetts, where he has given unstintingly to civic projects. It is not difficult therefore to predict that he will contribute much to the nation's broadcasters as NARTB's president. I look forward to a pleasant and productive association with him.

Selection Group

Members of the presidential section group, selected at the February board meeting, were in addition to Mr. Strouse: James D. Shouse, WLW Cincinnati; William A. Fay, WHAM Rochester; Robert D. Swezey, WDSU New Orleans; Patt McDonald, WHHM Memphis; Allen M. Woodall, WDAK Columbus, Ga.; William B. Quarton, WMT Cedar Rapids, Ia.; Harry R. Spence, KXRO Aberdeen, Wash.

Members of the TV manager selection committee, besides Mr. Storer, are Harry Bannister, WWJ-TV Detroit; Paul Raibourn, KTLA (TV) Los Angeles; Clair R. McCollough, WGAL-TV Lancaster, Pa.

Mr. Fellows will be the 16th president of the association and fourth to fill the post on a fulltime, paid basis. Preceding Judge Miller in the presidency in recent years were J. Harold Ryan, Fort Industry Co., a 1944-45 interim president who was drafted for the post while a permanent appointee was sought, and Neville Miller, now a Washington attorney, 1938-44. Judge Miller became president Oct. 1, 1945, coming from the Federal bench.



FCC Actions

(Continued from page 75)

Applications Cont.:

change power from 5 kw unl. to 5 kw-D 1 kw-N, change trans. location and DA system.

APPLICATIONS RETURNED

KVMA Magnolia, Ark.—RETURNED application for CP to change from 1 kw to 5 kw and install new trans. etc.

WSPT Stevens Point, Wis.—RETURNED application for renewal of license.

April 5 Decisions . . .

BY THE COMMISSION EN BANC

Designated for Hearing

WHBS Huntsville, Ala.—Designated for hearing at Washington on May 28 re application for CP to change from 1490 kc 10 kw-LS 250w-N to 1550 kc 10 kw-LS 500 w-N DA.

April 5 Applications . . .

ACCEPTED FOR FILING

AM—550 kc

WHIM Providence, R. I.—CP to change from 1110 kc to 550 kc and change trans. and main studio locations.

CP to Replace CP

WWGP-FM Sanford, N. C.—CP to replace expired CP for new FM station.

KGKB-FM Tyler, Tex.—CP to replace CP for new FM station.

Modification of CP

KAKC-FM Tulsa, Okla.—Mod. CP new FM station for extension of completion date.

ERP Increase

WQAN-FM Scranton, Pa.—CP to make changes in existing FM station to increase ERP to 3.16 kw.

License for CP

WGH-FM Newport News, Va.—License for CP authorizing changes in existing FM station.

Renewal of License

WOSU-FM Columbus, Ohio—Noncommercial educational FM station requests renewal of license.

License for CP

KYUM Yuma, Ariz.—License for CP to change frequency, power etc.

Modification of CP

Following stations request mod. CPs for extension of completion dates: KLX Oakland, Calif.; KIKI Honolulu, Hawaii; KUTE (FM) Glendale, Calif.; KSTA-FM San Antonio, Tex.

AM—1390 kc

WWOD Lynchburg, Va.—CP to increase daytime power from 1 kw to 5 kw and change from DA-D-N to DA-N and install new trans.

License Renewal

Following stations request renewal of license: WRFS Alexander City, Ala.; WEDR Birmingham, Ala.; KJFJ Webster City, Iowa; WBET Brockton, Mass.; WREV Reidsville, N. C.; WLIO East Liverpool, Ohio; WPRA Mayaguez, P. R.; KCTX Childress, Tex.; WLOE-FM Leaksville, N. C.; WBUY-FM Lexington, N. C.; WCHA-FM Chambersburg, Pa.

APPLICATION RETURNED

TV—Ch. 6

Jacksonville Bcstg. Corp., Jacksonville, Fla.—RETURNED application for CP new TV station on Ch. 6 (82-88 mc) ERP 19.4 kw vis. 10 kw aur., ant. 335 ft. because of wrong form in application.

FCC roundup

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY TO APRIL 5

Summary of Authorizations, Stations On the Air, Applications

Class	On Air	Licensed	CPs	Cond'l Grants	Appls. Pending	In Hearing
AM Stations	2,239	2,232	133		265	130
FM Stations	656	518	155	*1	11	4
TV Stations	107	67	42		396	171

* On the air.

* * *

Docket Actions . . .

INITIAL DECISIONS

KELT Electra, Tex.—Hearing Examiner J. D. Bond issued initial decision looking toward denial of applications by C. C. Elkins Jr. and Bill Frank Lindsay, a partnership d/b as Oil City Bcstg. Co., permitee, for license and for consent to assign construction permit from that partnership to Oil City Bcstg. Co., a corporation composed of Mr. Elkins, Mr. Lindsay and nine others. Decision Apr. 3.

WALE Fall River, Mass.—Hearing Examiner Elizabeth C. Smith issued initial decision looking toward grant of application by Narragansett Bcstg. Co., licensee, for license renewal. Decision Apr. 4.

MEMORANDUM OPINION AND ORDER

Commission adopted a notice of proposed rule making which would amend FM allocation plan by shifting Ch. 229 from Idaho Falls, Ida. to Rexburg, Ida. and Ch. 225 from Jacksonville, N. C. to Dillon, S. C., purpose being to provide Class B channels for pending applications in Rexburg and Dillon as there are no applicants from Idaho Falls and Jacksonville.

Non-Docket Actions . . .

AM GRANTS

Alturas, Calif.—Conr Inc. Granted 1 kw daytime on 570 kc. Estimated construction cost $36,197. Principals include 25% Owners as follows: President Chester J. Stuart, former director, stockholder and chief engineer KRCO Prineville, Ore.; Vice President Philip N. Good, engineer-announcer; Secretary Phyllis B. Stuart; Treasurer Margaret A. Good, co-owner berry farm. Granted Apr. 5.

Malvern, Ark.—David M. Segal. Granted 1 kw daytime on 1420 kc. Estimated cost $12,500. Mr. Segal's radio interests include 100% ownership KTKS Texarkana, KDKD Clinton, Mo. and KDMS El Dorado, and 51% interest in WGVM Greenville, Miss. Granted Apr. 5.

Las Vegas, Nev.—Vegas Valley Bcstg. Co. Granted 250 w, unlimited, on 1340 kc, subject to applicant satisfying certain legitimate complaints of blanket interference occurring within 250 mv/m contour and eliminating possibility of cross-modulation effects and re-radiation problems between KENO Las Vegas and proposed station due to proximity of transmitter sites. Estimated construction cost $15,800. Applicant is licensee KOLO Reno, Nev. Granted Apr. 5.

Alton, Mo.—Robert Neathery. Granted 1 kw daytime on 1290 kc. Estimated cost $17,600. Applicant is 100% owner KWPM West Plains, Mo. Granted Apr. 5.

Augusta, Ga.—Garden City Bcstg. Co. Granted 250 w daytime on 1050 kc. Estimated cost $23,400. Principals include President and 50% Owner Melvin Purvis, part owner WOLS Florence, S. C.; Vice President and 25% Owner George C. Nicholson, attorney; Chester H. Jones, owner controlling interest in Family Laundry, Augusta. Granted Mar. 29.

TRANSFER GRANTS

WEEK Peoria, Ill.—Granted consent to involuntary assignment of license to Robert S. Kerr et al., Callie B. Fentem and the Liberty National Bank & Trust Co., co-executors of estate of T. W. Fentem, deceased, Dean Terrill, Grayce B. Kerr and Geraldine H. Kerr, a partnership d/b as West Central Bcstg. Co. Procedural step involving no money. Mr. Fentem, deceased, owned 6.944% of stock. Granted Mar. 30.

WJEJ-AM-FM Hagerstown, Md.—Granted acquisition of control Hagerstown Bcstg. Co., licensee, by Grover C. Crilley and Bernice Crilley Paulsgrove through purchase of 268 sh. stock by Mr. Crilley from Bertha M. Blessing for $6,700. Mr. Crilley and his daughter will now control 68.85%. Granted Mar. 26.

New Applications

AM APPLICATIONS

Kaneohe, Oahu, T. H.—Windward Bcstg. Co. Ltd., 1250 kc, 1 kw, unlimited; estimated construction cost $2500 (all equipment on hand). Principals include J. Robert Jensen and Sakae Kimata, KGU Honolulu employes, and Shigehara Morita, former KPOA Honolulu employe, and 23 others, for the most part Hawaiian businessmen. Filed Mar. 28.

Freeport, Tex.—King Howard Robinson and Wayne E. Marcy d/b as Brazoria Bcstg. Co., 1460 kc, 500 w, day, estimated cost $13,590. Mr. Robinson is vice president and general manager and 10% owner of KATL Houston. Mr. Marcy is vice president and sales manager and 8% owner Houston Radio Supply Co.; he also holds one share of preferred stock in KTRM Beaumont, Tex. Filed Mar. 28.

Puyallup, Wash.—Dr. Jerome H. Whisler and Lloyd C. Hannah d/b as Puyallup Valley Bcstrs., 1490 kc, 250 w, unlimited; estimated cost $10,725. Dr. Whisler is ⅔ partner, a dentist and real estate owner. Mr. Hannah, ⅓ partner, is an engineer-announcer for KELA Centralia-Chehalis, Wash. Filed Mar. 30.

Mobile, Ala.—Cary Lee Graham and Edwin H. Estes tr/as The Gadsden Radio Co., 1340 kc, 250 w, unlimited; estimated cost $11,525. Applicant also owns WETO Gadsden, Ala. Filed Apr. 2.

San Antonio, Tex.—Manuel D. Leal, 990 kc, 1 kw, day; estimated cost $20,813.66. Dr. Leal, present owner of 40% interest in KIWW San Antonio, pledges to dispose of that interest before beginning construction. Filed Apr. 2.

Chapel Hill N. C.—Village Bcstg. Co., 1360 kc, 1 kw, daytime; estimated construction cost $16,275. Partners are 51%, Roland McClamroch Jr., field representative for Specialties Corp.; 24½% Roy E. Fullen, chief engineer WTIK Durham, N. C., and 24½%, L. T. Dark Jr., attorney and partner in law firm of Dixon & Dark, Siler City, N. C.

Albany, Ga.—James S. Rivers tr/as The Southwestern Bcstg. System, 1050 kc, 250 w, daytime; estimated construction cost $24,467. Applicant owns WMJM Cordele, Ga. and 90% of WTJH East Point, Ga.

TRANSFER REQUESTS

WAKE Greenville, S. C.—Acquisition of control Piedmont Bcstg. Co., licensee, by Vardry Ramseur and John A. Ramseur, father and son, through purchase of 50% interest from Joe H. Britt and Charles B. Britt for $17,500. Each of the applicants now owns 25% in station. Filed Mar. 30.

KTXL San Angelo, Tex.—Acquisition of control Westex Bcstg. Co., licensee, by B. P. Bludworth and Armistead D. Rust through purchase of 20% interest from J. Edward Johnson for $12,000. Mr. Bludworth and Mr. Rust each own 40% interest at present. Filed Apr. 2.

KOSA Odessa, Tex.—Assignment of license from Southwestern Bcstg. Corp. to Odessa Bcstg. Co. for $73,200. Principals are 80% Owner Cecil L. Trigg, manager of KOSA and present 10% owner Southwestern Bcstg. Corp.; 10% Owners Wilbur B. Stowe and Brooks L. Harman, partners in law firm of Stowe & Harman. Filed Apr. 5.

Deletions . . .

TOTAL withdrawals to date since Jan. 1: AM 10 FM 33 TV 0. New deletions, effective dates and reasons follow:

KFMA Davepnort, Iowa—L. W. Andrews Inc., construction permit, Apr. 2. Revoked by Commission which also dismissed application for modification of construction permit for extension of completion date.

WWHG Hornell, N. Y. — Station WWHG on 1590 kc deleted. New WWHG on 1320 kc, resulting from purchase of WLEA Hornell by WWHG, remains. (WWHG Hornell now allocated 1320 kc). Effective Feb. 1.

WSM-FM Nashville, Tenn.—WSM Inc., license, Mar. 28. Material shortage, small audience, heavy operating expenses.

KTOK-FM Oklahoma City, Okla.—KTOK Inc., construction permit, Mar. 28. Continued operation unwarranted.

WJBW-FM New Orleans—Louise C. Carlson, construction permit, Mar. 26. Unable to complete construction.

KELT CASE

FCC Would Deny License

INITIAL decision to deny a license to KELT Electra, Tex., and to deny proposed transfer of control—tantamount to deletion of the outlet—was reported last week by FCC. The ruling charged illegal transfer and ownership-financial misrepresentation.

Hearing Examiner J. D. Bond concluded the public interest would not be served by granting a license for the 250 w daytime outlet on 1050 kc to Oil City Broadcasting Co., a partnership of C. C. Elkins Jr. and Bill Frank Lindsay, nor to approve transfer of the permit to a corporation of the same name and composed of Messrs. Elkins and Lindsay, Allen Melton, their Dallas attorney, and others. The examiner contended that the station actually had been constructed by the corporation, that information being concealed from FCC.

IF YOUR AM-FM-TV STATION, OR NEWSPAPER NEEDS

promotional ideas sold to produce cash revenue of from $200 to $500 per week,

Write, call, or wire

Edgar L. Bill —— Merle V. Watson

Julian Mantell, Sales Manager

National Features

Peoria, Illinois Phone 6-4607

★ We can produce more sales records and letters of recommendation that members of our Organization have received while working for over 300 AM, FM, & TV Stations and Newspapers from coast to coast, than any similar company.

BASEBALL SOUND EFFECT RECORDS

5 D/F SPEEDY-Q DISCS COVER ALL REQUIREMENTS

$10. or $2. ea.

Order C.O.D. Today While Supply Lasts

Charles Michelson, Inc.

23 WEST 47th ST., N. Y. 19 PL 7-0695

WSM-FM DELETED

KFI-FM to Suspend

FIRST LICENSE for a commercial FM station in the U. S.—that for WSM-FM Nashville—was deleted by FCC last week at the request of the station because of insufficient audience and impending materials shortage caused by defense mobilization.

Meanwhile, Earle C. Anthony Inc., operator of KFI-AM-FM-TV Los Angeles, last week announced it was discontinuing FM broadcasting after almost four years because it feels the public has not yet accepted FM. KFI said it is willing to re-enter FM "if and when a larger segment of the public can be served by FM broadcasting."

FCC last week also deleted permits of KTOK-FM Oklahoma City and WJBW-FM New Orleans at applicants' requests. KTOK Inc. told the Commission continued FM operation was found to be "unwarranted."

WSM President John H. DeWitt Jr. wrote FCC that "conditions today and our experience in the past 12 years have led us to the decision to discontinue the operation of our FM service." He noted WSM entered the high frequency AM field in 1939 with experimental station W4XA, operating with 1 kw on 26.15 mc. It functioned two years on a noncommercial basis, airing good music programs.

Mr. DeWitt stated when FCC decided upon FM for high frequency broadcasting, WSM went on the air "with W47NV as the first commercial FM licensee in the United States. We have continued for 10 years to operate this FM station broadcasting a separate program service from that of WSM. We have continued this operation in spite of the fact that the audience buildup was very disappointing and that the station operated at a complete loss during the entire period. This loss has amounted to nearly one quarter of a million dollars to date."

A. E. STALEY Mfg. Co., Decatur, Ill., which uses broadcast media, has reported a net profit of $4,705,230 for 1950, equal to $5.34 per share of common stock after preferred dividends.

March Box Score

STATUS of broadcast station authorizations and applications at FCC as of March 31 follows:

	AM	FM	TV
Total authorized	2363	674	109
Total on the air	2239	656	107
Licensed (All on air)	2234	518	67
Construction permits	129	155	42
Conditional grants		1*	
Total applications pending	1087	196	460
Total applications in hearing	282	8	180
Requests for new stations	265	11	396
New station requests in hearing	130	4	171
Requests to change existing facilities	250	28	26
Deletion of licensed stations in March	2	6	
Deletion of construction permits	1	8	

* On the air

WBT-IBEW CASE

NLRB Hears Oral Argument

ORAL argument on the labor dispute between the Jefferson Standard Broadcasting Co. (WBT-AM-FM WBTV (TV) Charlotte, N. C.) and the International Brotherhood of Electrical Workers was held last Wednesday by the National Labor Relations Board in Washington.

The hearing was the outgrowth of recommendations filed last summer by an NLRB trial examiner. The station was asked to reinstate nine of 10 technicians which it discharged in September 1949 in the heat of its dispute with the union. Attorneys for the station subsequently filed exceptions to the report.

At last week's argument, attorneys for the licensee contended that the technicians had circulated defamatory and libelous handbills, which contained adverse comments on the operation of WBTV, including a statement that dealers were unable to move TV receivers because of complaints over WBTV programming by the "general public."

WBT Claims

WBT contended that (1) the handbills were defamatory; (2) station time sales had dropped below normal following distribution of the leaflets; (3) the handbills were untrue and litigable and had no connection with the labor dispute; and (4) that it, the licensee, was not motivated to destroy the union as charged.

General Counsel David Sachs, for NLRB, held that, while the handbills were not "necessarily untrue" and the language was somewhat exaggerated, there was a direct connection between the dispute and the circulation of the leaflets. The union's purpose, he claimed, was to strengthen its bargaining position with the station.

Counsel for the unions claimed that the handbills were part of the union's "economic strategy," designed to settle current negotiations with the station. He asserted that WBT never reprimanded the technicians for distributing the handbills; corrected the contents, or attempted to stop their distribution.

Crux of the case, as seen by NLRB authorities, is whether the union acted within its proper jurisdiction in circulating the handbills and whether the station is guilty of having dismissed the employes on general anti-union grounds. WBT already has denied that it sought to undermine the union's authority in the case, and claims it had taken retaliatory action against employes "endeavoring in various ways to hamper and totally destroy our business" [BROADCASTING • TELECASTING, Aug. 28, 1950].

Representing the Jefferson Standard Broadcasting Co. were S. H. Blakeney and F. T. Miller. The union attorney was Louis Sherman. A final decision by the board is not expected before mid-May.

BMB SUIT

Dismissed by Court

SUIT filed against Broadcast Measurement Bureau, asking $300,000 damages, has been dismissed by the U. S. District Court for the Southern District of New York. Plaintiff was Clair Heyer, publisher of Radio Market Guide Inc.

Mr. Heyer had filed the suit last September, naming as defendants BMB and its acting president, Kenneth H. Baker; and Assn. of National Advertisers, and its president, Paul West. He had charged BMB with restraint of trade under the antitrust laws. Suit was dismissed on motion of counsel when the plaintiff failed to appear in New York in response to a court order for pre-trial examination.

Louisiana Assn. of Broadcasters on March 31 adopted a resolution notifying advertisers and agencies that BMB's data "do not necessarily reflect the true picture of broadcasting in various markets in Louisiana." The association noted many agencies and advertisers have bought time on the basis of the BMB survey which it said is "not an accurate picture of listening habits today."

LAB asked agencies and advertisers to consider authentic information furnished by individual stations instead of BMB data.

Memo to:

NARTB MEMBERS

See You in Chicago

Stevens Hotel

Howard E. Stark

Radio and Television Investment Consultants

9 E. 62nd St., New York, N. Y. TEmpleton 8-1420

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by Forrest

METRO POLKA

On Records: Frankie Laine—Mer. 5581; Russ Morgan—Dec. 27528; Lawrence Welk—Coral 60405; Whoopee John Wilfart—Dec. 25131; Lonzo and Oscar—Dec. 46299; Marlin Sisters—Lon. 995; Jackie Doll—Mer. 6321.

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

...at deadline

'VOICE' SPLIT OPPOSED; APPROPRIATION SLASHED

OPPOSITION to separation of Voice of America operation from policy-making State Dept. structure and recommendation that program evaluation techniques be strengthened with aid of private industry rating services registered by U. S. Advisory Commission on Information in fourth semi-annual report to Congress released Sunday. Commission also praised "truth campaign" as guided by Edward W. Barrett, Assistant Secretary of State for Public Affairs. NARTB President Justin Miller is commission member.

Slash of 90% in Voice of America's requested funds approved Friday by House Appropriations Committee. Group backed subcommittee recommendations calling for reduction from $97.5 million to $9,533,000 (early story, page 34). Committee also pared Civil Defense Administration outlay from $403 million to $186.75 million, with perhaps less than $60 million for communications and other equipment.

ATLANTA GROUP SEEKS TO PURCHASE WCON-TV

PURCHASE of WCON-TV Atlanta for $525,000 from Atlanta Newspapers Inc., operating WSB-TV there, proposed by group of prominent Atlanta citizens, it was learned Friday. Bid to be filed for FCC approval this week.

Taking initiative to seek Commission consent, group has organized million-dollar firm under name of Broadcasting Inc. and would encompass wide ownership representation among long-time Atlanta civic and business leaders.

Principals: Walter C. Sturdivant, owner Montgomery Knitting Mills, president; John O. Chiles, large real estate operator, vice president; James C. Robinson Jr., president of Trust Co. of Georgia Assoc., which is owner Trust Co. of Georgia and several other major banks in Southeast, treasurer; Robert B. Troutman Jr., member of law firm of Spalding, Sibly, Troutman & Kelly, secretary; Clement A. Evans, senior partner Evans & Co., one of Southeast's largest investment banking houses, director.

Transfer is conditioned upon FCC approval of sale, plus licensing of WSB-TV (now on Channel 8) upon WCON-TV's present Channel 2, which facilities are under construction. Upon approval, Broadcasting Inc. group would acquire present WSB-TV technical facilities and transmitter site as WCON-TV, but would lease present WSB-TV transmitter building. Atlanta Newspapers would take over new WCON-TV plant, renaming it WSB-TV.

Broadcasting Inc., which proposed acquisition to Atlanta Newspaper interest of ex-Gov. James M. Cox of Ohio, to ask FCC to modify conditions in Commission approval of last year's merger of Atlanta *Journal* (original Cox paper) and *Constitution* (WCON group). FCC approved merger with stipulation Atlanta Newspapers surrender Channel 8 license upon licensing of Channel 2 outlet, forbidding any dual operation. WCON-TV has been conducting VHF propagation tests, however.

Also included in sale is former WSB-FM equipment for Channel 283. Atlanta Newspapers, upon merger approval, moved WSB-FM to WCON-FM's Channel 253 assignment. Both are Class B facilities.

Paul D. P. Spearman is counsel for Broadcasting Inc. with Paul A. O'Bryan and William Sims representing Atlanta Newspapers.

CBS COLOR SHOWING

PLANS for April 13 demonstration of CBS color TV in Washington, D. C., for 1,000 TV servicemen and technicians within 200-mile radius of Washington announced by CBS Friday. Site is U. S. Chamber of Commerce auditorium.

COY VOICES OPPOSITION TO McFARLAND BILL

FCC Comr. Robert F. Jones asked Friday by House Interstate & Foreign Commerce Committee to testify on McFarland Bill portion that he and Comr. Rosel Hyde favored, but which Commission majority opposes. Request made during testimony of Commission Chairman Wayne Coy as hearings on S 658 started second day (earlier story, page 21).

Present bill, with four "minor" exceptions, likened by Mr. Coy to S 1973 which passed Senate during 81st Congress, which he also opposed. Friday testimony on four changes:

(1) FCC does not favor stipulation that Commissioners' assistants receive not in excess of $10,000. Mr. Coy said FCC proposed striking from bill all references to specific salaries for any position.

(2) Commission is not favorable to provision that secretary of FCC, chief engineer and assistants, chief accountant and assistants, general counsel and assistants, chief of each integrated division and assistant, and legal assistants to Commissioners would be enjoined from practicing before FCC within one-year period after cessation of employment. Mr. Coy remarked that Walter Bill (HR 405) provided "fairer and more logical approach" to post-government employment problem.

(3) FCC agreed to provision clarifying that Commissioners may present minority or supplementary views in legislative reports.

(4) Likewise, Commission held desirable portion providing licenses can be issued, in absence of written application therefor, during national emergencies.

Most objectionable portion of bill, he said, was that which would establish "protest" procedure under which existing station "could demand and secure a hearing on any application for new or improved facilities, grant of which might cause economic injury to it." He said this would give existing station "club" over establishment of competitive stations.

NARTB-TV SEEKS DELAY

NARTB's TV Board petitioned FCC for 10-day delays in deadlines for filing initial comments and replies, and commencement of hearings on FCC proposed allocation plan [earlier story, page 52]. Dates now April 23, May 8 and May 23, respectively. It was also learned Friday that Assn. of Federal Communications Consulting Engineers would not participate in hearings as association, but that individual members would.

HOUSE UNIT FILLS VACANCIES

REP. HARLEY O. STAGGERS (D-W. Va.) named Friday to House Interstate & Foreign Commerce Committee becoming second Representative to join group in week. Other addition was Rep. Morgan M. Moulder (D-Mo.). They replace Thomas R. Underwood (D-Ky.), now U. S. Senator, and John B. Sullivan (D-Mo.), who died early in session.

WILLIAMSBURG OUTLET

WILLIAMSBURG RADIO Co., Williamsburg, Va., Friday granted new daytime only station, 740 kc, 500 w, with provision that applicant prevent second harmonic interference to share-time stations WBBL and WLEE Richmond.

Closed Circuit

(Continued from page 4)

owner (see story, page 22). Eyebrow-lifter was second-page phrase in extract which said radio must, among other things, "make a rate adjustment to meet the current situations." Extracts were circulated via BAB.

FIVE OF FCC's seven members will attend NARTB Convention in Chicago next week. Chairman Coy and Comrs. Walker, Hyde, Jones and Hennock are slated for trip, with Comrs. Sterling and Webster probably remaining behind because of previous commitments. It's expected Commissioners will witness Phonevision demonstration at invitation of Commander E. F. McDonald, of Zenith, on Tuesday, April 17.

ARMED FORCES Information Center (Army, Navy, Air Force, Marines) will be on hand at NARTB Convention to answer questions on personnel as well as programming matters. Setup will be adjacent to registration desk at Stevens Hotel.

UNDERSTOOD TO BE in preliminary planning stage is new book, with working title *There's Something in the Air*, covering first quarter-century of American radio-TV in documentary and anecdotal fashion. Collaborators would be Col. E. M. Kirby, Army radio-TV chief, and Robert K. Richards, NAB public affairs director.

IT'S touch and go whether Congress will resolve question of telecasting committee hearings and various debates. Sen. Alexander Wiley's (R-Wis.) call upon Senate Rules Committee to work out Congressional TV code is finding little enthusiasm. House Rules Committee has not yet got around to consideration of Rep. J. K. Javits' (R-Lib-N.Y.) request for radio-TV coverage of important House sessions.

BOTH NBC-TV and CBS-TV negotiating for exclusive TV rights for Red Skelton through William Morris office, New York.

AS FULL impact of FCC's proposed TV allocations is felt, more and more proposals for switched assignments and even station swaps are being dreamed up. These projects would permit stations to utilize maximum antenna heights and power and still circumvent overlapping coverage.

PROPONENTS of autonomous TV wing of NARTB (NAB) already have over half of 107 licensed video stations in fold, adding up to more than $100,000 income. Membership drive planned at Chicago convention, with number of high-income stations expected to swell operating budget.

ALL OWNED-AND-OPERATED stations of CBS (non-member of NAB) and NBC (NAB member) are now in BAB membership fold with ABC decision expected shortly. (Mutual has no owned stations.)

FRED HART ELECTED

FRED HART, president and general manager of WLPM Suffolk, Va., elected president of Virginia AP Broadcasters Friday at final session of two-day meeting. Other officers are Maynard Dillaber, WMVA Martinsville, vice president, and Irving Abeloff, WLEE Richmond, treasurer. Frank Fuller, chief Richmond AP bureau, continues as secretary. Three new directors also named: John Eure, WDBJ Roanoke; John L. Cole Jr., WHLF South Boston; Charles Blackley, WTON Staunton owner and general manager (early story, page 24).

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